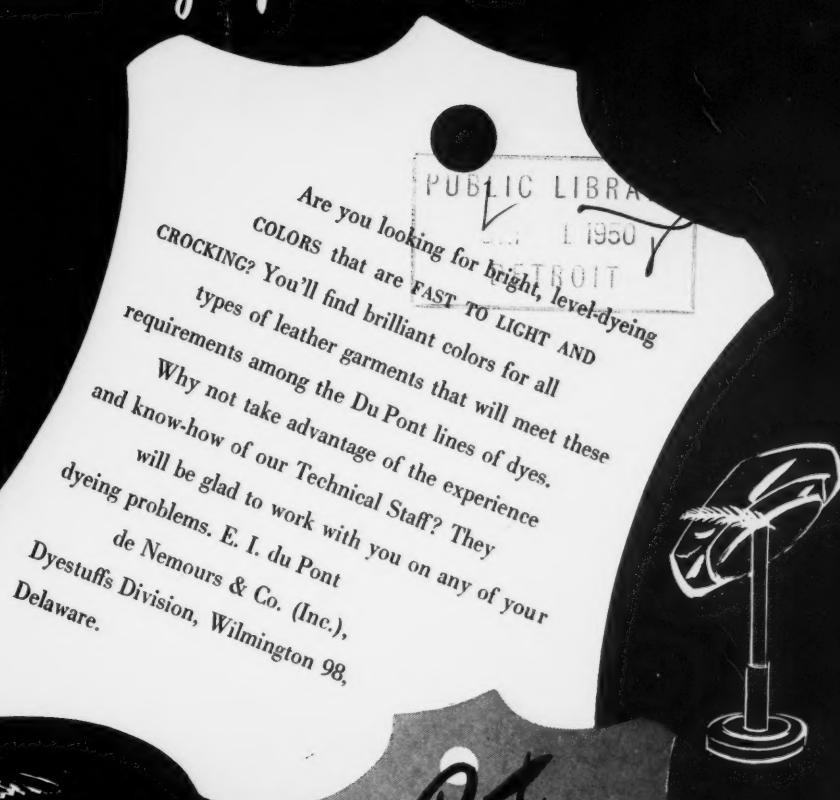


LEATHER and SHOES

The International Shoe and Leather Weekly

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Spring . . .



**LEATHER SHOW
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Shoescope

and

**ALLIED
PRODUCTS
SHOW**

LETTERS TO

L & S

This column invites the opinions of all L&S readers.

Thanks

The highest tribute an "ad man" can pay is to say quietly to himself, "I wish I had written that."

Which is the least—and the most—I can offer as my appreciation of your editorial, "Controls—Groping In The Dark," in your issue of August 12. It deserves a million circulation.

James J. McMahon, Pres.
James J. McMahon, Inc.
New York City
Advertising

Time To Squirm

In the past three weeks, hides have dropped from a high of about 33c to the current 28½c. When hides were on the rise, tanners raised prices of leather on the grounds of "replacement costs." Now it's going to be interesting to see if they will *lower* leather prices on the same replacement basis. We'll all be watching them wriggle around on this one.

Leather buyer

Brockton, Mass.

Takes It Home

We've been talking about *Leather And Shoes'* new dress and want you to know we feel it's a great improvement. In fact, everything about the magazine is better. It's one of the most interesting papers I read, and to get its full benefit I take it home to read thoroughly.

Arthur C. Trask, Pres.
Arthur C. Trask & Sons
Chicago

Only 20% Qualify

I've just finished reading the series of three articles reporting on the shoe foremen's survey. While I found them highly interesting, I take issue with the consensus therein. I feel that the majority of foremen are simply not qualified for some of the things claimed in the survey: higher income, advancement, broader authority, managerial capacity, etc. For the past 30 years I've worked with scores of foremen. My guess is that while about 20 percent are qualified for bigger roles and consequent rewards, most of the remainder are not.

Shoe factory supt.
Rochester, N. Y.



LEATHER and SHOES

ESTABLISHED 1890

Vol. 120

August 26, 1950

No. 9

IN THIS ISSUE

SPRING LEATHER SHOW	11
JUVENILE SHOES, By T. S. Hirtz	14
THE SEVEN STAGES OF CHILDHOOD	15
CREATED FOR SPRING	18
LEATHER PREFERRED ISN'T ENOUGH	20
STICK TO SOUND MERCHANDISING, By Irving R. Glass	26
SPRING SHOE SHOWCASE	28
LEATHERS WALK PRICE TIGHTROPE	33
KANGAROO—BLISS IN SHOE COMFORT	42
SPRING LEATHER COLORS	47
ALLIED SHOE PRODUCTS SUPPLIERS FACE RISING PRICES AND DEMANDS	51
SHOESCOPE	75
STYLESCOPE	85
LIST OF LEATHER SHOW EXHIBITORS	108
LIST OF ALLIED SHOE PRODUCTS SHOW EXHIBITORS	124

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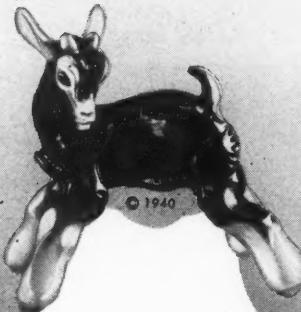
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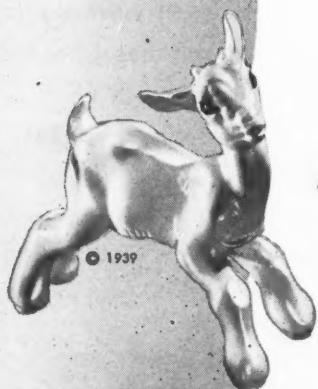
PEERLESS SLIPPER KID

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OH, IT COULD'NT HAPPEN TO US

Commie sabotage in our industry? You'd be surprised

As the cold war gets hotter, the more alert American industries are girding to protect themselves against acts of sabotage. But apparently the shoe and leather industry can't yet be listed among the more alert industries in this respect. As yet there have been no concrete steps, no organized preparations or planning by the industry, in readiness for sabotage.

The several industry spokesmen that have been contacted regarding this matter have brushed it off as only a melodramatic possibility, as cloak-and-dagger stuff. At other times this gullibility might be amusing. Now, however, it's mighty serious because the lack of attention and preparedness to this matter can endanger the industry.

When, a few weeks ago, President Truman ordered the Federal Bureau of Investigation to tighten its enforcement program against "espionage, sabotage and subversive activities," he indicated the approaching gravity of such activities to American industrial security. Congressman Nixon of the House un-American Committee states that files in the Committee's possession reveal that the U. S. Communists have a "virtual blueprint" for revolutionary action and sabotage in the event of a U. S.-Soviet war.

Hoover On Sabotage

J. Edgar Hoover, FBI chief, states, "Forty-eight percent of the membership of the Communist Party is in the basic industry of this country. They would be able to sabotage essential industry . . . in the event of a national emergency. Communist efforts toward infiltration are being intensified in basic industries vital to our security."

It's interesting to note that in the last war leather was regarded as the seventh most strategic material. Also, in terms of number of persons employed, the shoe and leather industry rates as the sixth largest in the U. S. We are, obviously, one of the essential industries.

However, there persists in this industry the naive opinion that "while

there are some Communist labor leaders in our industry, the large majority of workers are loyal Americans." Though that is true, what is unrecognized is that those "few" Commie leaders can powerfully influence actions by the "loyal Americans." Joseph Curran, president of the National Maritime Union, reported in 1947, that out of a total membership of 70,000, not more than 500 were Communists. Yet out of this group of 500, there were 107 of the 150 national offices that were filled with Communists.

The Communist Party officials in the U. S., Britain, France, Italy, and numerous other countries have declared brazenly that in the event of a war with the Soviet they will not bear arms for their respective countries but will make every effort to "welcome the Red armies of liberation." It's also interesting to note that Ben Gold, president of the International Fur & Leather Workers Union, told a Congressional subcommittee that he would "never" bear arms for the U. S. against Russia.

The Blueprint

In the event of a U. S.-Soviet war, American Communists have a blueprint of action designed to wreck American industry via strikes, slow-

L and S Editorial

Reprints available at nominal costs:
Up to 100, 10c each; 200-500, 5c each;
1000-3000, 2½c each; 5000 or over,
1½c each.

downs, outright sabotage. Listen to the authoritative voices:

"Convert imperialist war into civil war; defeat 'your own' imperialist government; defend the USSR and the colonies by every possible means in event of war against them." (Slogan of the Communist International.)

"In the event of the imperialists states declaring war upon and attacking the USSR, the international proletariat must retaliate by organizing

bold and determined mass action with the slogan of Dictatorship of the Proletariat and Alliance with the USSR." (Orders of the Communist Party.)

"Under the leadership of the Communist Party the workers of the U.S.A. will proceed from struggle to struggle until, rising in a revolution, they will crush the capitalist state, establish a Soviet state. . . . To make Communism possible, the workers must take hold of the State machinery of capitalism and destroy it." (M. J. Olgin's "Why Communism," a manual of action for Communists.)

"The conquest of power by the proletariat does not mean peacefully capturing the ready-made bourgeois state machinery by means of a parliamentary majority. . . . A revolutionary upsurge includes a combination of strikes and armed demonstrations, and finally the general strike conjointly with armed insurrection against the state." (Program of the Communist Internationale.)

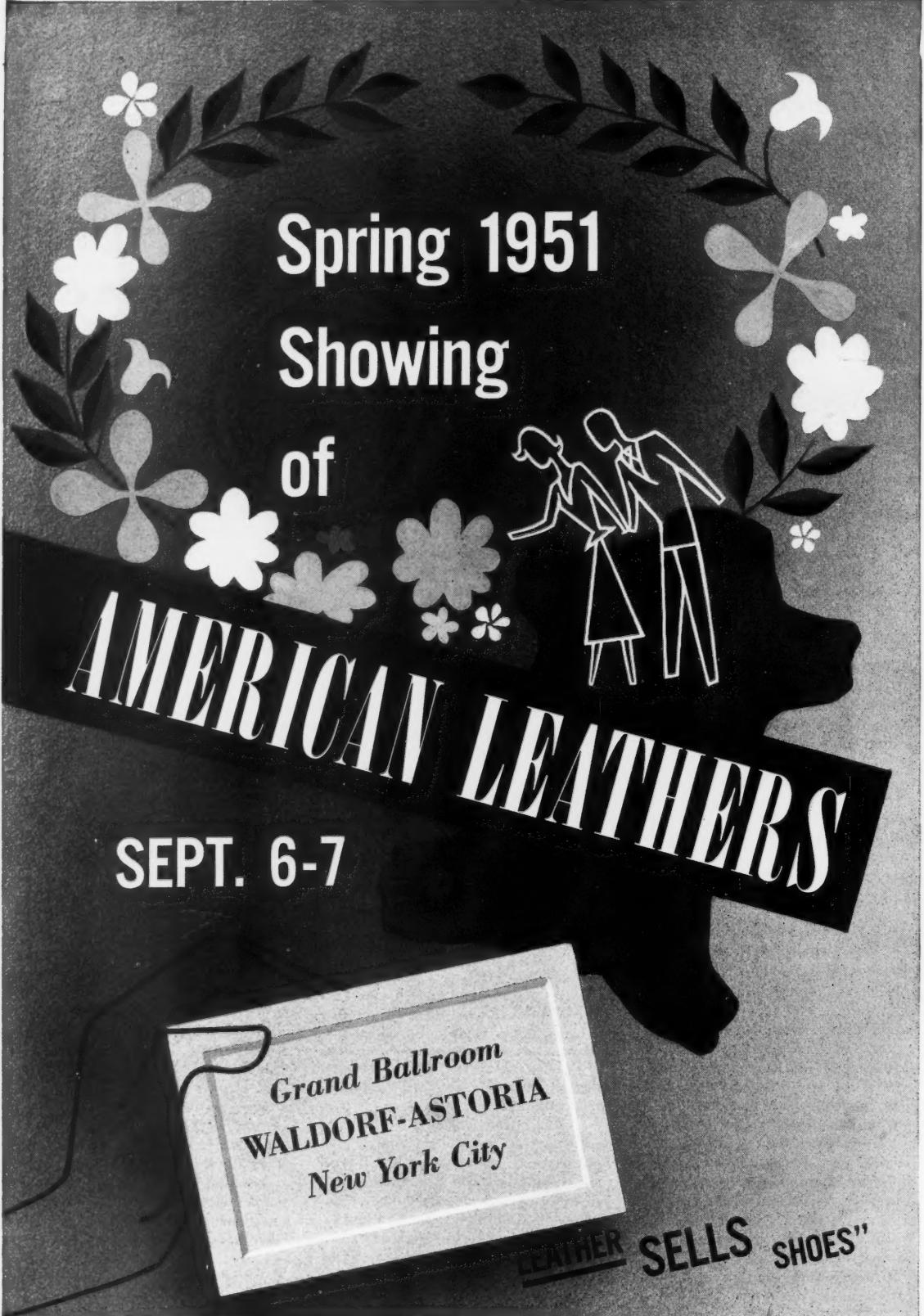
Those "Few" Commies

The gullible say, "But Communists are only a tiny, ineffectual minority." Well, listen to J. Edgar Hoover: "For every Party member there are ten others ready, willing and able to do the party's work." And to William Z. Foster, head of the U. S. Communist Party: "The actual strength of the Communist movement in the U. S. is not something that can be accurately stated in figures. The influence of the Party stretches far and wide beyond the limits of its membership."

Ever hear of S-Day? Well, it's the Commie term for Stalin Day, Soviet Day, Seizure Day, in the U. S. American industry is a major target. And note what the Commies constantly preach: "It takes a thousand men to build a bridge, but only one to blow it up."

It costs nothing for the shoe and leather industry to be prepared. God gave man two ends—one to think with and one to sit on. A man's success depends upon which he uses most. It's a case of heads you win, tails you lose.

Spring 1951
Showing
of
AMERICAN LEATHERS



SEPT. 6-7

Grand Ballroom
WALDORF-ASTORIA
New York City

"MEMBER SSELLS SHOES"

SPRING LEATHER SHOW

Critical World Conditions Intensify Buyer Interest

THE 1951 Spring and Summer Leather Show scheduled for Sept. 6-7 at the Waldorf-Astoria, New York, will probably be remembered as one of the most significant in a long series. Not since the early months of World War II have tanner, shoe manufacturers and other members of the trade approached a Leather Show seeking the answers to such vital questions.

The reasons behind this heightened interest are manifold. With the U. S. already knee-deep in the Korean War and committed to a defense program that will undoubtedly grow more restrictive with the passage of time, the hide and skin, leather and shoe trade is naturally wondering just how far-reaching and penetrating the effect of the ignited international situation will be upon the industry. It has good reason to wonder.

Controls

One of these reasons is the spectre of controls. For weeks the Government has been focusing the national spotlight upon this subject. At this writing, President Truman is assured of receiving standby powers to set up a system of priorities, allocations, and price-wage-rationing controls. When he will use them and whether they will extend to the hide, leather and shoe industry has trade members guessing. Most feel they will—eventually.

Thereby the problem is posed. Shortly after the war scare broke out, tanners and shoe manufacturers rushed to fill their rawstock and leather requirements as far ahead as possible. Although most hesitated to build up huge inventories, they did buy enough to carry them through Fall and Winter. Most of this buying was done at swollen prices, the result of a speculative buying wave on the commodity futures markets.

Thus, as tanners and buyers approach the Spring 1951 Leather Show, they find themselves in a

slightly precarious position. Both have fairly large stocks of raw materials on hand. Both paid good prices for them. A sudden imposition of inventory controls followed by a price rollback might find both slightly embarrassed.

At the moment, the likelihood of this happening appears slight—but it serves to inject a note of caution into all future trade dealings. This is one of the keynotes that dominate the Leather Show—a keen-edged factor in making commitments for the immediate future.

Expanding Output

Balancing the trend to caution is the knowledge that the shoe market, already expanded this year, is due to grow even further in coming months. The figures and facts are here for all to see.

First, 1950 shoe production will be a good deal above that of 1949. Civilian needs alone will account for close to 10 million pairs more than in last year. Preliminary estimates for the first half of the year place 1950 shoe output at 245,700,000 pairs, almost eight million pairs or 2.8 percent over the corresponding 1949 period. July output is estimated at another million pairs over last year and Aug. has been one of the busiest shoe producing months in years. This alone should bring the excess to almost 10 million pairs with promise of more to come.

Added to this are the expanding needs of the armed services. Last year, the combined armed forces

bought 3,320,000 pairs of shoes from the industry, and this year was a year of peace, mind you. This year, and for an unknown number of years to come, the military must build up its personnel, keep it well shod. The implication is evident.

To date, the Government has tacitly implied that it will keep military procurement on a "reasonably spaced" basis. This is upon the advice of the Commerce Department's Leather Industry Advisory Committee. Industry experts have told Government officials that U. S. leather supplies are adequate to handle civilian and military needs provided the Government does not order too many shoes at too frequent intervals. However, Government planning must be geared to the dictates of the world situation. If that worsens, as appears inevitable, military needs will become more immediate.

Requirements Greater

As the production outlook stands, an increase of 10 million pairs of shoes, bringing total output for the year to 383 million pairs (based on the Commerce Department's revised output figure of 373 million pairs for 1949) means an increased leather consumption of 20 million square feet of leather, allowing two square feet per pair. Can the leather industry meet this and even greater requirements?

The immediate answer is—yes. Production of sole, side, calf and kip and kid leathers for the first six months of 1950 approximates that of the same period last year. Although only the same footage of leather has been turned out this year to date, the added seven million pairs of shoes produced has been accounted for by stocks of raw materials on hand. Additional pairage must be supplied by growing leather production.

Domestic slaughter to date is about equal to last year. This can be

(Continued on Page 141)

L and S

See List of
LEATHER SHOW
EXHIBITORS
On Page 108

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THE POPULAR SHOE LINES

Specify

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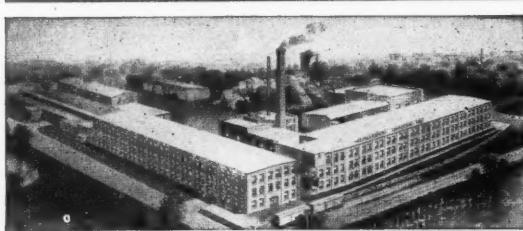
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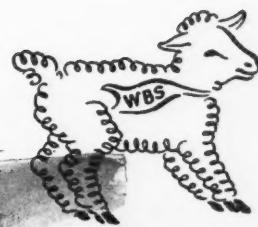
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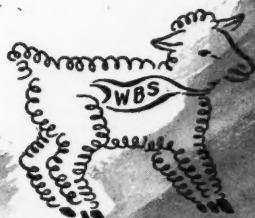
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and
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by
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WINSLOW BROS. & SMITH CO.

NORWOOD,
MASS.



A volume shoe buyer tells how . . .

Leather can help sell more

Juvenile Shoes

By T. S. HIRTZ

In charge of buying and styling juvenile
footwear, G. R. Kinney Co., Inc.

IN the children's branch of shoe business we often hear the following slogans used:

"Nothing takes the place of leather."

"Leather breathes, it lives."

"It takes leather to stand weather."

"All leather in vital parts."

"Leather conforms to the shape to which it is fitted."

But seldom is any effort made to "explain" these slogans to the public or the consumer—to dramatize, illustrate, elucidate these words to the public. These slogans are particularly valuable, if made so, in the selling of children's shoes. But the valuable relation of leather to children's shoes has simply not been sold by the tanner or shoe manufacturer or retailer. A good merchandising opportunity is being neglected. A good slogan is ineffectual unless it is "explained" through dramatization.

"Fine Leathers" Not Enough

We all know that fine leathers and materials are important in making good shoes for children. But today our customers want something more than that. They want *style* in juvenile footwear; they want these shoes in good-looking, practical leathers, attractive and colorful and healthful.

Juvenile shoe buyers want shoes that *feel* good, that conform easily to tender feet of youngsters; leathers



T. S. Hirtz

that are soft, pliable, mellow, that won't mar easily. Mellow leathers that have an "inner lustre"—a satin finish that gives the shoe a high-grade look. In short, leathers that "glow," that are more lively, that have sheen, as compared with the old-fashioned, dull, muddy-looking elk-finished leathers.

Leather is the most important material in shoemaking. But wearability is not enough today. Leathers must contribute a broader role to the shoe—to style, appearance, feel, colorfulness, comfort—all important in selling children's shoes. These are a real asset to the man on the fitting

stool, and to helping him create a satisfied customer.

New Tannages

Much has been done to improve the tannage of leathers for juvenile shoes, particularly in the last couple of years. The trend toward these newer leathers, both in the soft, pliable, chrome glove-type leathers, as well as the vegetable semi-aniline types with their beautiful lustre, will help sell more pairs.

However, in children's shoe leathers, mellowness, softness and pliability should not be sacrificed to attain the "aniline finish" appearance. If the tanners can produce the high lustre of the firmer vegetable-tanned leathers in the mellow chrome-tanned elk leathers, then we will have the ideal leather for juvenile shoes complying with all "Seven Stages of Childhood" from crib to college, a market of 45,000,000 customers.

Leather Taken For Granted

Leather is too much taken for granted. Its value is not fully appreciated. There is an obvious need to make the public more leather-conscious. Leather has a long, interesting and entertaining history. Why hasn't this history been "dramatized" especially for consumption by children? Combining information with entertainment a highly popular "chil-

dren's story" could be fashioned around this idea.

For example, the Western influence on children has swept the country. Tanners could and should cash in on the potential "tie-in" values. The uses to which the Indians put leather in making their tepees, clothing, moccasins. The many uses of leather in the life of the cowboy—the boots, saddles, chaps, etc. The qualities and background of leather are ideal to be "romanced" and merchandised effectively. Dramatic merchandising appeals to the active imagination of children, appeals to the parents, too.

Ideas and Opportunities

Many shoe manufacturers and tanners send leather scraps to schools, Scout groups, hospitals, etc., from which children make interesting and practical little items. The tanners might go a step farther and send larger pieces of leather in the lower grades. Using larger pieces of leather

L and S

Costly Slumber

"The tanners, in assuming that everyone knows about leather, are fast asleep. Few men and women, and practically no children, know anything about leather—what it **REALLY** is. And still fewer appreciate how important leather is to our everyday life, starting with foot protection. Here the tanners have a wonderful opportunity to tell and sell a real story. And the time is **NOW**!"

T. S. Hirtz

G. R. Kinney Co.

L and S

to make more useful things than key cases or identification tags as made from scraps, would make our young people and their parents more conscious of just how leather "handles" and what it can do. Contests might be promoted, prizes offered for the best or most practical articles devised and made out of the larger pieces. And maybe the tanners might find new fields of opportunity opened by new leather articles "invented" in such contests.

Another idea: Mount on a board all the various parts of a leather shoe for classroom discussion, explaining how these pieces of leather are put together to make the shoes

the children themselves wear. Schools everywhere would welcome this instructive and practical knowledge.

Until the public is told more about leather in a planned educational program, directed preferably to the children, leather will continue to be taken for granted. A child or parent

appreciates many things about a pair of shoes. But they still do not appreciate the leather that goes into the shoe. Shoe men make it a business to sell shoes. It's up to the tanner to help shoe men—and to help themselves—sell the leather that goes into shoes.

THE SEVEN STAGES OF CHILDHOOD

by T. S. Hirtz
G. R. Kinney Co.

There are seven distinct and separate stages of childhood—each stage a change in requirements due to growth—each stage a regulation size run, a definite age group.

1. **The Baby Stage**—from birth to 12 months, requiring 0 to 4 soft soles and bootees, gives us a market of over 3,500,000 babies estimated to be born this year—about 52 percent more than in 1940.

2. **Learning-to-Walk Stage**—12 to 18 months average age, requires flexible semi-hard sole shoes known as "First Steps" sizes 1 to 5. There are 1,800,000 customers in this market—58½ percent more than in 1940.

3. **Development Stage**—from 18 months to 3 years old—a market of 5,300,000 wear infants' sizes 5½ to 8—an increase of 54.8 percent over 1940. In this age group, although sales are predominately high shoes, we find the beginning of a style demand for "pattern types" copied down into flexible oxfords and straps from the larger size runs or age groups.

4. **Pre-School Stage** is that average age group between 3 and 5½ years, in which we have this year 8,400,000 children—a gain of 54 percent over 1940. These kiddies wear 8½ to 12 sizes. Here we begin to find a demand for style distinction between the male and female gender, and the need of better wearing shoes.

5. **Stage of Childhood**—The "Primary School" age group 5½ to 8 years old, consists of over 7,000,000 boys and girls. Starting here we need definite style distinction, balancing our stock with patterns for little boys as well as misses. There are 33 percent more children wearing 12½ to 3 sizes now than there were in 1940.

6. **Active Grade School Stage**—8 to 11 year-olds—7,700,000, 14 percent more than 1940. Another big market for quality shoes because these youngsters give them rugged wear. The age group represented here needs that problem size run, after they graduate from a size 3, which we term senior misses or growing girls and boys, up to size 6.

7. **Junior High and High School Stage**—11 to 16 years—a tremendous market of over 11,000,000 children represents probably the hardest-to-fit stage, because of their transition into the men's and women's size runs. This is the only group in which there are less potential customers in 1950 compared to 1940. That is due to the low birth rate in the 1930's.

As an example of *potential* sales this year, let's take the 4th and 5th Stages of Childhood. These two age groups from 3 to 8 years of age, wearing 8½ to 12 and 12½ to 3 sizes, comprise 15½ million customers. With the per capita consumption in these two age groups 3.9 pairs a year, we see there will be more than 60 million pairs of 8½ to 3 sizes shoes purchased in 1950 in these two markets alone.

The total juvenile population in all seven stages of childhood up to 16 years of age is 45 million. Multiply 45 million by the average of 3 1/3 pairs consumed a year by all these age groups and you have a market of 150 million pairs.

Compare children's pairwise sales in 1940 with the potential that can be sold now to these additional customers. You see? A tremendously increased juvenile shoe market.



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Virginia Shoe Company's enthusiasm about Colonial Patent goes beyond its glowing surface, though. They know that Colonial Patent makes young shoes fit better and wear longer . . . for Colonial Patent is soft and flexible, yet strong enough to withstand miles of scampering. Take your cue from the fast selling Play Poise line—use Colonial Patent for profitable results.



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COLONIAL TANNING CO., Inc., Boston 11, Massachusetts

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Models by nine top-notch American shoe designers--exclusive



G. Smart "indoor shoe" with pleated effect on instep, platform sole. By Leslie DeMallie, New York.

H. Boys' shoe with western buckle and monk strap; ventilated vamp with square perforations, heavy saw-toothing along moccasin and foxing. By Joyce Forbes, New York.

I. Smart men's blucher oxford with mesh vamp and pinked edges. By Mel Snow, Milwaukee.



A



B



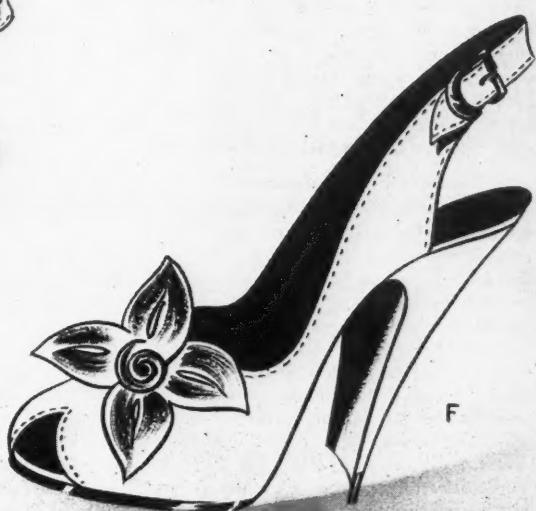
C



D



E



F

A. Porthole perforations on a single-sole flattie tie for casual wear. By Holden & Quick, Inc., New York.

C. Suede sandal in emerald green; instep strap continues to vamp to form V-throat line. By Alice McCallister, St. Louis Shoe Stylists.

D. An asymmetrical loop strap with unusual lattice striping. By Al Lewis, New York.

E. In allover patent with white stitching; unusual side and vamp treatment. By Johnnie Walsh, Camille Designs, Inc.

F. Low-cut copper suede pump with copper suede bow trimmed with gold kid piping. By Salvadore Style Studio, New Rochelle, N. Y.

B. Closed toe slingback; buttons in center of vamp straps. By Nick Gardner, Boston.

"LEATHER PREFERRED" ISN'T ENOUGH

Best-known products are best-known by merchandising

"To me, selling has always been the sparkplug of business. I don't care how good a product you make, nor how much of it you make. Unless you are able to sell it and merchandise it, you are just going to be out of luck. It is just so much inventory."

Colonel Johnson, President
Botany Worsted Mills

A prominent shoe manufacturer, known for his selling acumen, once remarked, "The trouble with leather, from a merchandising viewpoint, is that it goes around dressed for leisure instead of for business."

The man was speaking particularly of leather as it is merchandised in footwear. As another shoe man has remarked, "Shoe men have been trained to sell shoes. The selling of shoes would be helped greatly if shoe men were also trained to 'sales-romance' the materials, especially leathers, that go into the shoe and give the shoe much of its character."

Tanners Poor Salesmen

American tanners are known the world over for their skill and experience in producing fine leathers. Unfortunately, they have an almost equal reputation for their inability to effectively merchandise the fine products they make. The myth that people will beat a path to the door of the maker of fine mousetraps has been proved to be only a myth. In this modern day there are so many commercial voices bidding for public attention that those who remain silent are shunted to the background. Creating interest, identification and demand for *any* product requires ceaseless, vigorous promotion.

The tanner is so fascinated by the "market"—the intricate economics of supply and prices—that he often bypasses the vital factor of merchandising. He buys his rawstock, man-

ufactures his product, then places it on the counter and waits for his customers to buy. The shoe manufacturer buys the leather, the retailer buys the leather shoes, and the consumer wears the shoes—but in most instances the retailer and consumer regard the leather as simply a kind of material out of which shoes are made. In short, because the tanner has taken his leather for granted, the retailer and consumer—and often the shoe manufacturer—have likewise taken the leather for granted. It is simply a piece of material, respected for its traditional reputation.

product like leather—dramatize it so that it comes to "life" in the mind of the shoe manufacturer, retailer, consumer? And dramatize it so that when a shoe is sold and bought, the leather becomes an integral merchandising factor in the selling, and a positive appeal factor in the buying.

A tanner told us, in reply to this contention, "But you can't dramatize a cow."

The answer to that one was simple. Look what the Borden's Milk Company did with "Elsie" the cow. Elsie was so dramatized and glamourized that she won the heart of the nation. Today Elsie, a purely mythical character, is worth a million dollars a year in merchandising and promotional value to Borden.

And what about Ferdinand the Bull, Rudolph the Red-Nosed Reindeer, Flicka, Black Beauty, Peter Rabbit, and numerous others?

What has this to do with merchandising leather? When you dramatize any character or object, fictional or real, you create public interest, personal interest.

You see the term "genuine cowhide." What does it mean to the consumer or to most others? Very little. A cow may represent just another piece of leather or a slice of steak or a quart of milk. But, as Borden demonstrated, the cow can become much more than that by dramatizing the source of the product.

L and S

"We urge you tanners to intensify your promotion and merchandising programs—to recognize this development as a powerful force that can help put the shoe and leather industry on the track to higher production and sales."

Mark A. Edison, Pres.
Edison Bros. Shoe Stores,
and former president of
the National Assn. of Shoe
Chain Stores.

L and S

Dramatize A Cow?

How do you dramatize a basic

(Continued on Page 136)

Methocel:

the Efficient Suspending Agent



If you are looking for a better suspending agent, try the *new* Methocel (Dow Methylcellulose). Here is a product that gives you efficient, reliable suspension in solutions of many kinds.

In the shoe industry, Methocel offers superior quality as a suspending agent for white pigments in white shoe dressings. Moreover, because Methocel is also a thickener and film former, it is highly useful in making both emulsion type wax dressings and white shoe dressings in liquid or paste form.

In the pasting of leather, Methocel's thickening

ability makes it ideal as an adhesive, giving correct viscosity and the right amount of "stick". Its film forming properties are just right to hold the hide on the frame in the dryer and yet permit easy removal after drying.

Methocel, a superior synthetic gum, may be just what you have been looking for to improve your product. Send in the coupon for your *free* experimental sample of the *new* Methocel, powdered. Try it and see the many superior advantages of Methocel.

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Dept. ME-940 A, Midland, Michigan

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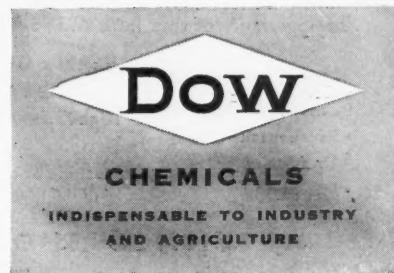
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United's New Heel and Edge Stain



USMC announces SUPERFIL STAIN for heels and edges — a new edge finishing material in all popular shades with the finest fill and lustre ever available.

Made from a new formula and by a completely new method, SUPERFIL combines more plus advantages than other edge inks. It's easily applied by machine or hand. A high solid content leaves a well filled foundation for easy setting. Drying time is quick — coverage uniform and spread is economical. SUPERFIL provides a high style finish to all types of heels or edges.

If you haven't yet used SUPERFIL, you owe it to yourself to try this modern finish. You, like the many present users, will be pleased with the appearance of your heels and edges.

Only SUPERFIL Gives All These

- Good mileage — easy application
- Excellent fill
- Uniform color
- Fast drying
- Easy setting
- High lustre
- Flexible — durable
- Machine or hand application
- May be used one-set or two-set over regular fillers (or over a primer as a two coat — one-set operation)
- Thoroughly tested

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Patented by Barbour

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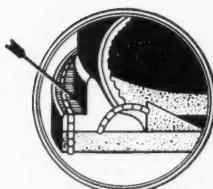
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PRE-STITCHED
REVERSE

Stormwelt



Cross-section view shows the exact position of the Barbour Stormwelt RIB in any shoe. Note that the Stormwelt RIB seals the Welt Seam against moisture and grit . . . acting as a "retaining wall" to hold the shape.

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RIB that STYLES as
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Stormwelt "WEATHERSTRIPS" YOUR SHOES

Stormwelt HOLDS THE SHAPE

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SPECIALISTS in
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To improve your health you select a specialist—to improve your line do likewise—select a tanner whose specialty is the tanning of splits—you then improve your merchandise. Manufacturers who insist on Splits that compare in Quality with other leathers in their shoes, demand Gebhardt's—they are superior. Expert care is given to selection of raw material and process. Research to improve them goes on constantly. That's why we are rightfully termed "Specialists in Splits".

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Known the world over as the outstanding vamp and quarterlinings. Plastic coating resists cracking, peeling and abrasion. Fully impregnated to increase non-fray characteristics.

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Our finest socklining and heel pad material, made on the famous *Tufsta* base with an abrasive and crack-resisting plastic surface far superior to pyroxylin-coated materials. Can't fray at edges. No cloth weave to show through coating.

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The original, unwoven, non-fray, cotton base reinforcing material. Known everywhere—has no equal.

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An outstanding value in vamp and quarterlinings. Comes in either plain finish or pigmented pyroxylin-coated finish.

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Our best fabric base socklining and heel pad material with pyroxylin coating. Also a complete line of other fabric and paper socklinings.

For more complete information on all Respro products for better shoes, write or wire now.

Respro INC.

CRANSTON 10, RHODE ISLAND

STICK TO SOUND MERCHANDISING

Best bet today: Steer clear of extreme buying-selling policies

By Irving R. Glass, Executive Vice-President, Tanners' Council of America

It has become a truism by this time in business discussions to concede that the future is more unpredictable than ever before. Business trends are always uncertain, but in retrospect at least there seem to have been parallels and precedents in the past that could guide the cautious observer to reasonable conclusions. Events since the outbreak of the Korean war and their complex international ramifications do not seem to have any parallel in the past.

All segments of the leather and shoe industries as well as manufacturers and retailers of accessories look forward to the Leather Show for some degree of clarification. In some measure the Show always has and will serve that purpose because the exchange of opinion among trade representatives from all parts of the country tends to reduce extremes of conjecture and create a consensus. There will be a great deal for the trades to consider and digest apart from the normal planning and discussions between customers and their leather resources.

What Price Mobilization?

The pervasive question throughout all business is, of course, the consequences of partial mobilization upon the economy. In the leather and shoe business as well as in other industries trade opinion acknowledges that an all out defensive effort is a possibility in the unknown future. Nevertheless, stable thinking has begun to recognize that the most likely course must be evaluated in terms of the known facts. Those are comparatively few and simple: An increase in military manpower of 500,000 or 600,000, a

request for additional \$10 billion by the Administration, and the likelihood of several more billions being employed to aid rearmament in western Europe. For that reason it is not the extreme possibilities arising from the international complex that concerns business so much as the concrete effects of relatively limited expansion in military effort of the United States.

One of the obvious difficulties in weighing economic cause and effect has been the lack of perspective caused by the scramble to acquire merchandise in July and August. Caution had been the general watchword of business during the first half. At times there was evidence that caution was carried to an undue extent with producers and retailers trying to disavow and avoid the normal risks incident to healthy and vigorous merchandising. Nevertheless, whatever the other results, caution had prevented dislocation and excesses; it had promoted stability under trying conditions.

Korea brought a sharp reversal of policy in industry and trade. Buyers veered to anticipation and forward covering. Markets were subject to the strain of concentrated demand. The effects were apparent in price indexes and quotations for almost all goods and services.

Any effort to appraise the outlines of future conditions in specific industries as well as for the economy generally must discount the bulge buying immediately after Korea. A calmer atmosphere has become evident and the psychology of business has overcome the immediate alarm and apprehension created by uncertainty.

New Price Values

In the absence of hostilities in Korea and international tension, the first half of 1950 would have served as the springboard for subsequent greater normalcy in tanning, shoe manufacturing and other leather consuming industries. Two tendencies in particular were noteworthy. In the first place the realities of costs were beginning to be recognized so that the memory of prewar prices was no longer an incessant obstacle to the appraisal of true value. Forward-looking factors in the shoe industry were undertaking to merchandise value rather than concentrating exclusively upon the appeal of price.

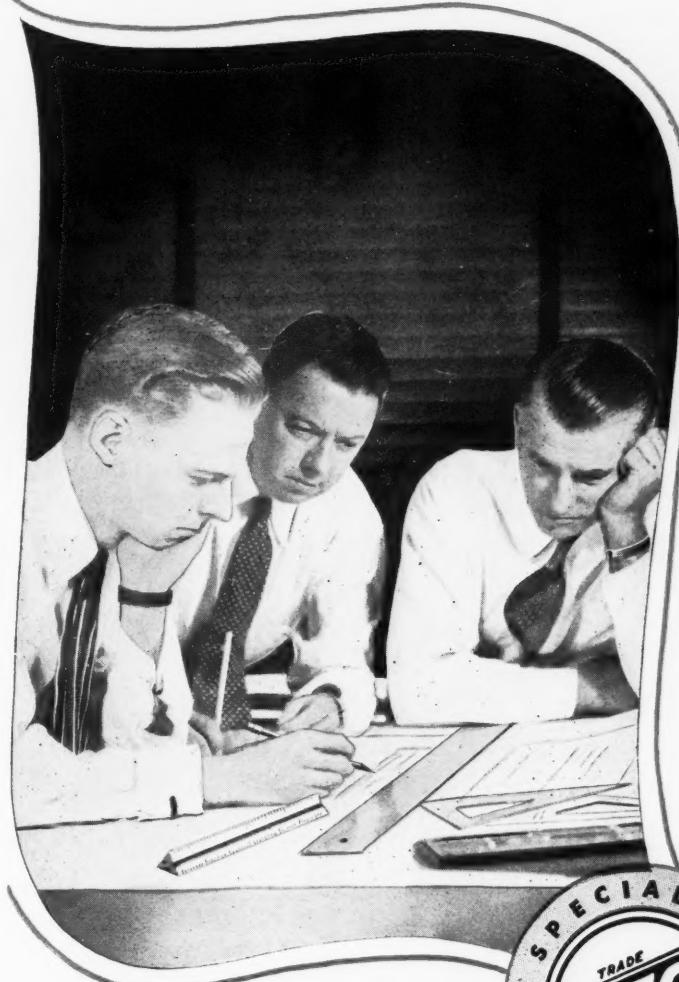
Second, a more favorable balance of supply and demand was being achieved. It is true that there were no surpluses and in many instances tanners as well as their customers were working from hand to mouth. At no time since the end of World War II has the leather industry been able to rebuild the inventories which characterized prewar years. Nevertheless, a larger volume of raw material imports contrasted with the virtual absence of certain foreign hides and skins in the preceding two years. Some of the notorious restrictions and obstacles to the flow of foreign raw material had been relieved so that U. S. tanners could see some hope of regaining the access to markets they had formerly enjoyed.

Domestic raw material supplies during the first six months of 1950 were slightly lower than a year ago. However, increased cattle population

(Concluded on Page 146)

ALL THE SKILL OF A SPECIALIZED STAFF OF ENGINEERS GOES INTO

Planning



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Pasting
Unit . . .*

SPECO Pasting Units or other types of SPECO leather drying equipment are not just pulled off the shelf to fill an order. Individual requirements, building conditions, types of leather, variations in end results, and many other important details must be worked out by drying engineers with the know-how and years of experience behind them.

SPECO engineers have had sixteen years experience in leather drying exclusively. Toggling, pasting, wet-stock, air-off, finish drying. A good reason for entrusting your individual drying problem to SPECO's staff.



Preliminary studies of any leather drying problem, backed by experience, make the difference between success or failure of equipment.

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PARK RIDGE • ILLINOIS

Spring Shoe Showcase

Smart New Models In

Patent

Kid

*Side
and*

*Reptile
Leathers*

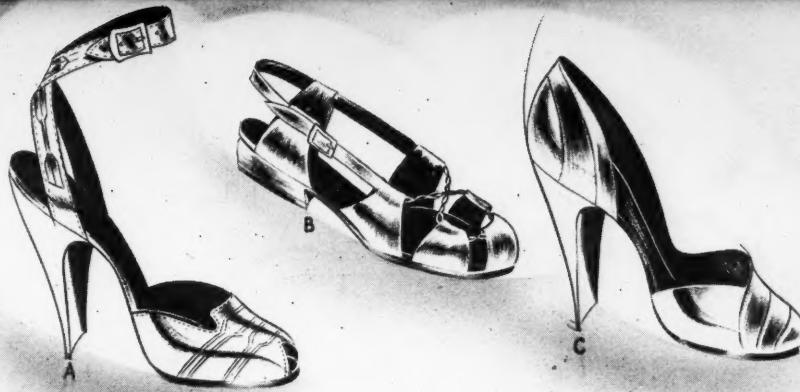
Patent-Suede Combinations



Left: Balenciaga suede strips bridge the uniquely cut-out vamp of this sling-back pump in cognac brown patent leather. Center: There's something completely new in this gray suede mudguard treatment of the cherry red patent

pump. Right: Black suede stripings across the vamp of pepper green patent usher in the new trend of light looking shoes for Spring. Designed by Henriette Simon.

Queen Kid



White Suede Kid sandal, squared throat, open toe. Across the vamp, up the quarter, around the ankle strap are stitched strips of Irish Green Glazed Kid in a "pressed" pattern. Shoe by Henriette Simon. Barefoot sandal of Orange Poppy Mello Colt laced in front with wide metal chain attached to the Orange Poppy narrow sling. Back is open, too, heel is 4/8. Shoe by Grace Powell. Multi-color Suede Kid pump with closed inside shank, dipping to a D'Orsay cut on the outside. Mignon Green, Linden Beige and Bluebell alternate on vamp, quarter. Shoe by Grace Powell.

Versatile Side Leathers

Left: Wall front last with three straps forming unique and smart crepe sole oxford. American Girl Shoe Co.

Center: Low heel pump with rakish leather bow effect on vamp. American Girl Shoe Co.

Right: Ghillie tie with stitched leaf design on vamp. Curtis-Stephens-Embry Co., Inc.



Left: Sturdy young man's shoe with "woven" effect on toe cap, storm welting. John E. Lucey Co., Inc.

Center: Boys' wing tip blucher oxford with perforated tip. Curtis-Stephens-Embry Co., Inc.

Right: Child's novel blucher shoe with woven vamp. Simplex Shoe Mfg. Co.

Sleek in Reptile



Left to right: White Calcutta lizard with black Calcutta trim. Black Calcutta lizard with tangerine cobra platform, lacing and heel breast.

In all over tangerine cobra snakeskin. Champagne Calcutta lizard with narrow black patent piping.

LINCOLN Leather Co.

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Work Shoe—Suede—Slipper Splits

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Exhibited at Leather Show

Booth No. 108 — WALDORF-ASTORIA

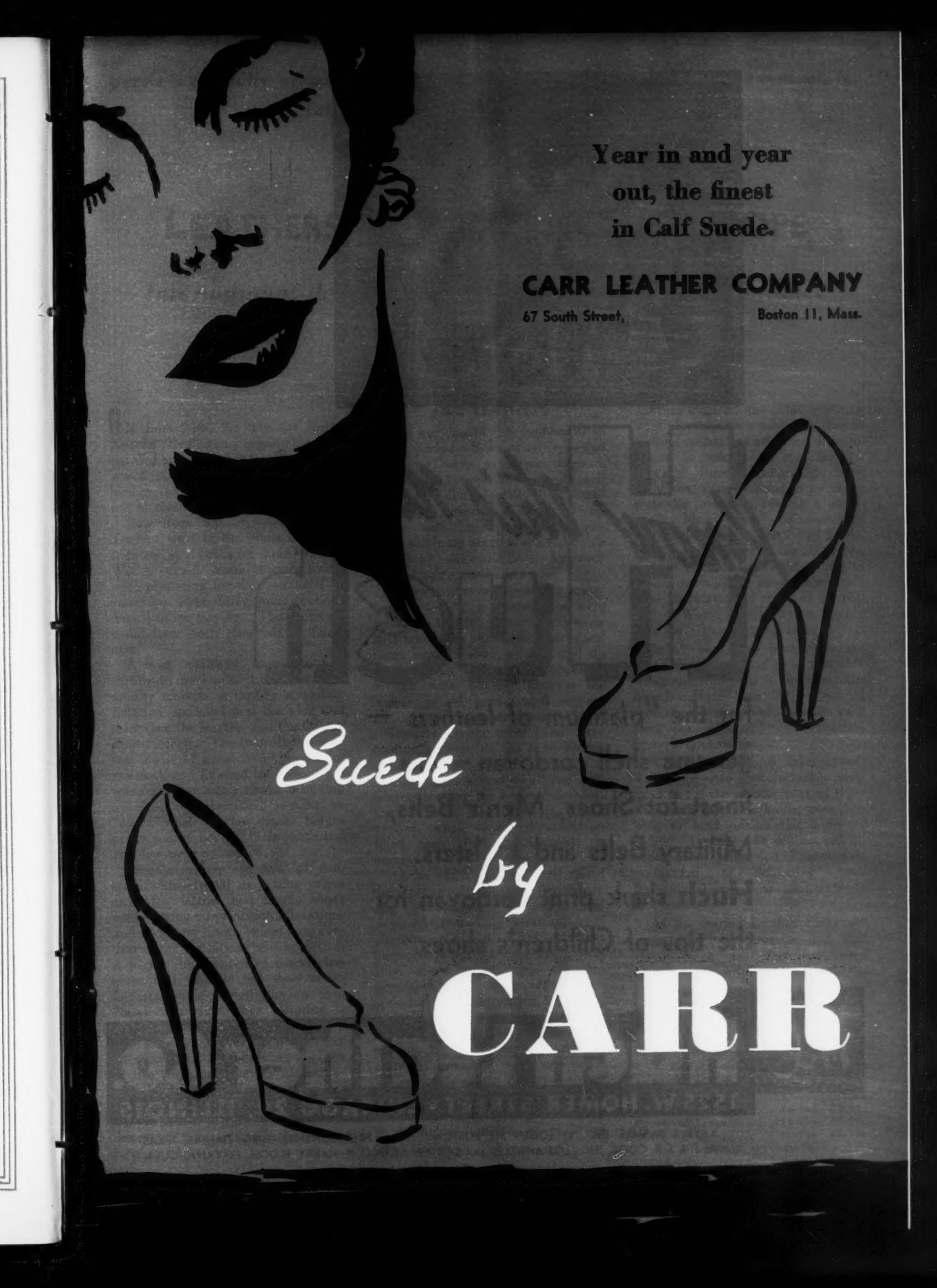
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TANNERIES AT READING, PENN.

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finest for Shoes, Men's Belts,

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Huch shark print cordovan for
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A. J. & J. R. COOK, INC., LOS ANGELES and SAN FRANCISCO • HARRY BLOCH, HAVANA, CUBA

Here's a carefully prepared analysis on market conditions affecting the outlook for calf, kid, side, sole and reptile leathers.

LEATHERS WALK PRICE TIGHTROPE

International developments hold prices in delicate balance

ON June 24th, the day the North Korean "Red" Army crossed the 38th parallel and turned the cold war into a hot one, U. S. hide and skin and leather markets were acting according to seasonal schedule.

Raw stock was in good demand. Tanners were in the midst of filling hide and skin needs for their Fall and Winter runs. Shoe manufacturers were preparing for their annual July vacations while doing some preliminary leather buying. The situation could have been classified as "normal."

Almost overnight, normalcy was thrown to the winds. Like most commodity markets, a rapidly spiralling inflation uprooted first the hide and skin, then the leather, and finally, the shoe markets. The immediate result was a rise of some 20-30 percent in rawstock and finished leathers. This was accompanied by a rush of buying by shoe manufacturers seeking to "cover" their leather needs before prices soared beyond their reach and supplies were exhausted.

Despite widespread talk of controls, which would fix ceiling prices on hides, leather and finally shoes while setting up priorities, allocations and inventory limits, prices have continued to rise since the war began. A highly fluid, unsettled market has given both tanners and shoe manufacturers little opportunity to plan ahead at a time when planning is needed most.

The editors of LEATHER AND SHOES have prepared the following analysis of five important leather markets—calf, kid, side, sole and reptiles—in the hope that it will provide readers with a clearer picture of market conditions as they approach the Spring Leather Show:

SIDE LEATHERS

The war caught side leathers in an active period. Sides of all types and selections were in heavy demand, with many tanners already sold well ahead on Fall production. Shoe manufacturers, resigned to fairly strong prices with little prospect of any early softening because of a tight hide situation, showed little tendency toward price resistance.

Heavy aniline extremes were bringing up to 56c, corrected kips were active up to 61c, corrected extremes sold up to 53c and higher, corrected large leathers were moving well up to 45c. Only work elk sides appeared to lag with buyers ignoring the higher priced grades and concentrating on the cheaper around 36-45c.

Tanners, on the other hand, were trading actively on the hide market despite strong levels. Production was geared to a heavy Fall run with tanners looking for a slowdown during the usual July vacations, then a pick-up when shoe manufacturers filled their Fall requirements in earnest.

As the war hit, packers first raised their prices on hides, then withdrew offerings altogether. Tanners held down their trading, awaiting more clarification of the market. Because buyers were out of the market in early July, most tanners held off contemplated raises. All in all, it was a period of extreme caution.

As futures continued to soar under the impetus of heavy speculative trading, the hide market hung uncertainly for a few days, then began its inevitable climb. Tanners held off replacement buying at first, then announced their first jump—a rise of 3c on lighter weights, up to 5c on large leathers.

From there on, the climb was constant. Lists became subject to change without notice and salesmen were required to submit all bids for approval. Buyers, returning from vacations, were inclined to go along with the increases, fearing a shortage. Most shoe manufacturers rushed to cover up their Fall needs, placed good orders at higher prices. As calf leathers continued to rise to almost prohibitive levels, many calf shoe manufacturers repeated the pattern of World War II, began buying kips for a quick changeover.

Before long, side leather tanners found themselves sold up on desirable selections from two to three months ahead. More than 90 percent of leather en route from tanneries each week was sold even before it reached hungry salesrooms.

With prices climbing, sales slowed. The large shoe manufacturers managed to fill the greater part of their Fall needs at earlier levels, were then able to hold off on the increased prices. Tanners who did not sell on replacement prices found themselves committed to delivering good amounts of leather at comparatively low levels.

As the Spring Leather Show approached, it became evident that many shoe manufacturers were bought far ahead, would not be in the market for much leather for months to come. Tanners would be busy filling future commitments.

AVERAGE SIDE PRICES

	Pre-Korea	Present
Heavy Aniline Extremes	47-56c	56-65c
Corrected Kips	57-61c	57-67c
Corrected Extremes	46-54c	49-59c
Corrected Large	38-45c	43-50c
Work Elk	42-52c	44-56c

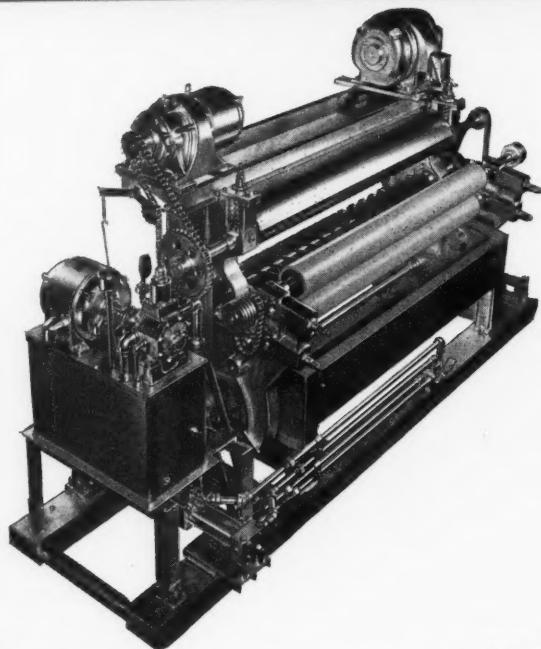
(Continued on Page 36)

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★ LEADING THE FIELD ★



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HYDRAULIC 6-FOOT
DOUBLE-ROLL
SETTING-OUT MACHINE**

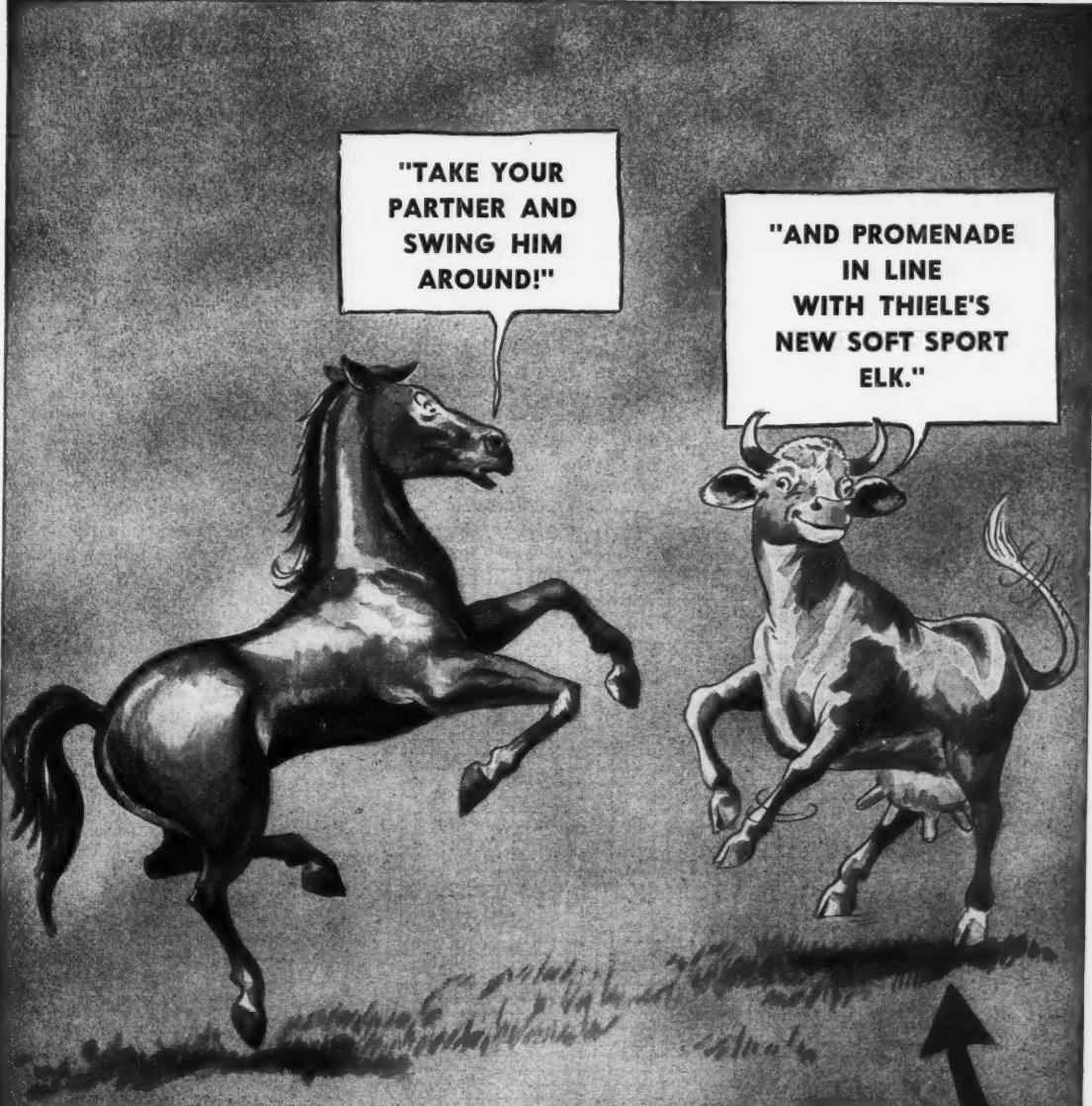
DOUBLE ROLL SETTER—heavier construction, heavy duty ball bearings. Open position about $7\frac{1}{2}$ inches results in easier operations. Opened and closed hydraulically, eliminating many working parts.

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Tanning Pasting Panels. No breakage like glass—we invite your inquiries.

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GEORGE FROMER CO., EASTERN SALES DIVISION, PEABODY, MASS.

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SPORTING GOODS AND ELK LEATHERS**

WE TAKE PLEASURE IN INTRODUCING
OUR NEW LINE OF ANILINE SPORT ELK
IN ALL HIGH COLORS

THIELE TANNING COMPANY

123 NORTH 27th STREET, MILWAUKEE 8, WIS.

LEATHERS WALK PRICE TIGHTROPE (Continued from Page 33)

CALF LEATHERS

The Korean outbreak served only to tighten an already squeezed calfskin and calf leather market. On June 24th, and for some time preceding that fateful date, calf leathers were among the most wanted on the leather market. With rawstock limited at firm prices, finished leathers—men's and women's smooth leathers and calf suede—were already at a premium. The war served to make the situation almost impossible for both tanner and shoe manufacturer.

Late June, just prior to the Red crossing the 38th parallel in Korea, found calf leather tanners well sold ahead at firm prices. Buyers were extremely active despite the earliness

of the buying season. Curiously, many buyers were placing orders early, anticipating price rises because of a tight skin supply. None foresaw the war which would have an even stronger effect.

Women's weights were a shade more active than men's, sold in volume at 85c and up for better grades. Top selections were at \$1.06 in many houses. Men's weights in volume bought 90c and up; a top of \$1.15. Suede did steady business at \$1.00 up to \$1.20. Despite the firm prices, manufacturers figured calf prominently in the Fall plans.

First inflationary signs appeared about mid-July when some tanners raised prices from 3-5c despite the fact that most shoe manufacturers

were on vacation at the time. Most of these had not kept pace with an earlier rise of three weeks back, were simply bringing their own prices to average market levels. The big story did not hit until late July when packer calfskins suddenly jumped from 5-10c.

Tanners were taken by surprise. Shoe manufacturers still wanted to buy calf but tanners were afraid to sell until the skin market slowed its dizzy spiral. Although replacement costs appeared to justify a raise of 10c, some tanners asked 5c more, others withdrew their price lists. By late July, almost all tanners had withdrawn price lists as buyers began to bid up price lists on their own. Trading dropped almost to a standstill. Despite this, tanners continued active on the rawstock market, buying actively to meet demands of what appeared looked like an active leather market for months to come.

Mid-Aug. gave no relief. The skin market continued to climb although trading slacked off. Shoe manufacturers, either unable to buy leather or unwilling to go along with the heavy increases, began to stay out of the market. Many began to make plans to switch from calfskin to side leather lines, feeling that they would be forced to price calfskin shoes out of the retailer market. Above all hung the threat of controls.

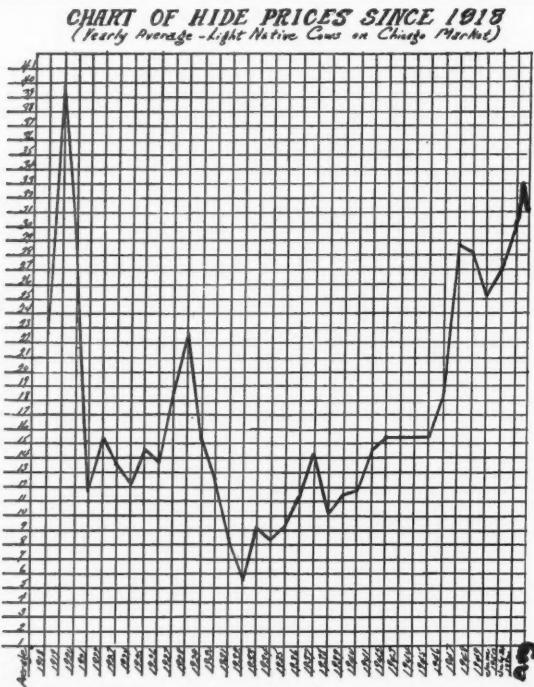
AVERAGE PRICES

	Pre-Korea	Today
Men's Weights ..	.90-\$1.15	\$1.10-\$1.25
Women's Weights ..	.85-\$1.06	\$1.00-\$1.17
Suede95-\$1.20	\$1.15-\$1.25N

KID LEATHERS

The kid leather industry was slow to feel the impact of the international situation. The sudden inflation that hit most other leathers was almost conspicuous by its absence. As time went on, sales volume increased but gradually and until today, tanners

(Continued on Page 131)



An interesting comparison of hide prices from 1918 to the present date. The graph is a revealing picture of the typical fluctuations in this market during the past three decades. The terminal point of the graph shows the peak reached at July 21st.

SOLID

LIQUID

POWDERED

QUEBRACHO

BUENOS AIRES
ARGENTINA

CAMPOS Y QUEBRACHALES PUERTO SASTRE, S. A.

ASUNCION
PARAGUAY

PUERTO SASTRE, PARAGUAY

TANIMEX CORPORATION

39 Broadway

BOWLING GREEN 9-0920

New York 6, N. Y.



10,000 Pernickety Problems

The Animals who grew these skins had distinct and perverse personalities, which make every skin a Tanner's Problem Child.

Yet you have the job of transforming them into 10,000 uniform pieces of fine leather.



That's where our system of Controlled Penetration of Fat Liquors and Tanner's Oils helps. Developed by the years of experience of our chemists, it is translated into Controlled Uniformity, so that hides with various personalities come out alike as twins and quadruplets.



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Once again, thanks to the tanning industry's acceptance of the service and products of the American Extract Company, we have been forced to expand our facilities. In our latest enlargement, emphasis has been on research, production, and storage facilities.

The tanning industry is now using more than five million pounds of American Extract products each month—ample evidence that this company which has served the industry for more than half a century is still a top leader in the production of the kind of tanning materials that mean better leather.

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Write American Extract Company today for more details about how we can help you save time and money through the use of our highly developed and thoroughly tested products.



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ENGLISH REPRESENTATIVES: Ray Wilson, Dickson, Ltd., Forum House, 15 Lime Street, London.

EXPORT: Gotz Bros. & Co., 231 Sansome Street, San Francisco 11, California.

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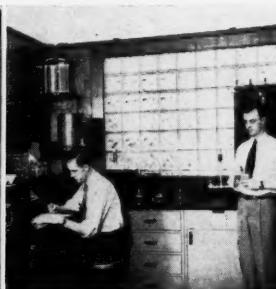


In this modern plant your problems in tanning materials and procedure receive the expert attention of technicians who have made a life study of the tanner's methods.



EXTRACT LABORATORY

Here is where complete analysis of all tanning materials and extracts is carried on. Every instrument for scientific accuracy is available here.



ENZYME LABORATORY

Again, every necessary piece of equipment for evaluation of enzyme products and for special investigations will be found here.



RESEARCH LABORATORY

The development of new products and the study of old is conducted in this modern laboratory. An entire tanning operation can be conducted here in miniature.

At "Extract City" in Port Allegany, Pennsylvania, are the nation's most modern laboratory and materials production equipment. A modern plant, staffed by skilled technicians here turns out the products that have won the American tanning industry's approval. American Extract Company shall continue its program of progress in research, production and service, always with one objective in mind: better service to tanners for better leather for all purposes.

Extract Company

Port Allegany, Pennsylvania



**FINE LEATHERS
for
FINE SHOES**

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See them at

BOOTH 83

Waldorf-Astoria

SEPTEMBER 6-7

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Imitated but never equalled. The outstanding aniline leather—soft for comfort, long wearing with lasting beauty. "Horween Cordovan" is specified by leading manufacturers and retailers.

• CHROME CALF

"CHROMEXCEL"

Beautiful finish, rich appearance and unusual wearing qualities. A high grade leather for high grade footwear.

• VEGETABLE CALF

"IT'S TIMBER TANNED"

Tanned with care by experts—Soft, mellow, long wearing, — smartly finished — "The Luxury Leather", for shoe uppers.

• SIDE LEATHERS

Heavy Sides—Chrome, Vegetable and combination tanned. Leathers that combine service and economy. Black and colors.

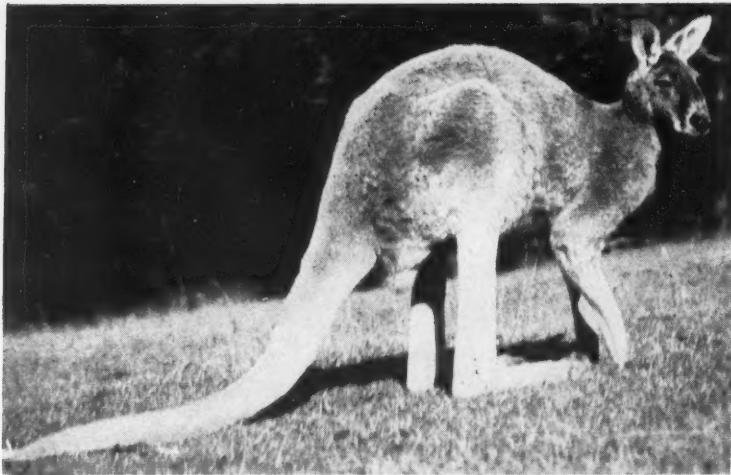


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26 FERRY STREET

BOSTON
KAYE and BARNES, INC.
93 SOUTH STREET



KANGAROO-BLISS IN SHOE COMFORT

The strongest, most supple of all leathers

THE kangaroo is a funny animal with a funny name. Captain Cook, the famous English explorer, was responsible for the name. On his first voyage to the South Seas in 1770 he visited Australia, was probably the first white man to watch the spectacular 20-30 foot leaps and perfect three-point landings on this strange animal. In English he asked a native Bushman, "What is *that*?"

The Bushman replied in his own native tongue, "Kan ga roo," which means "I don't understand."

Captain Cook accepted the answer literally. And so was born the name kangaroo.

Meet the Beast

The kangaroo, a marsupial, is a unique creature. At birth it measures a mere one inch, looks like a tiny piece of meat. It lives in its mother's pouch for about four months after birth, coming out for little forays toward the end of that period. Even for several months after leaving its pouch it comes running back to mother at any sign of danger, jumping in head first, then turning around to peer out cautiously above the rim of the pouch.

The kangaroo's growth is phenomenal—from one inch to seven feet in length, from about one ounce to 200 pounds of powerful muscle. He's

a vegetarian who lives on herbs, grass and products grown by farmers, will often destroy a complete garden in one meal. The kangaroo is a costly and destructive pest to agricultural producers.

The kangaroo travels great distances with prodigious 25-foot leaps. He meets and kills attacking dogs by luring them into water, then holding them under until they drown. He boxes with fellow kangaroos under rules comically resembling Queensbury Rules. Some of the tree kangaroos jump as far as 60 feet to the ground with cat-like grace.

Hunted For Pelt Only

Most skins from which leather is made are a by-product. The kangaroo, however, is hunted solely for its pelt. Men penetrate the wildest parts of Australia (the country is as large as the U. S.) to hunt the creature. There are numerous species of the animal; the grey kangaroo lives in the open forests, the black-faced kind in the densest thickets, the red species on the plains. The animal has never been domesticated.

The kangaroo is a bane to the country's agricultural economy, so that the government allows them to be hunted during a limited season, and approximately 900,000 pelts a year are collected. The kangaroo

will eat as much grass as five sheep, and hence is a parasite on valuable pasture land. If the kangaroo weren't killed off, they would soon overrun the entire country to endanger cattle, orchards, farmlands. However, only licensed professional hunters are allowed to kill the animals.

Last year, Henry C. Goldsmith, rawstock buyer of Zeigel, Eisman & Co., Newark, visited Australia for the specific purpose of investigating first-hand the methods of hunting the kangaroo, and the processes of collecting, flaying, drying, curing and grading of the skins. He went on a hunting expedition with a couple of professional hunters connected with a trading station which supplied his firm with skins. He described the hunt in open country, of shooting numerous kangaroos, of having a meal of kangaroo "steaks" cut from a felled animal.

The Skins

In a "normal" year about 700,000 to 1,000,000 kangaroo skins come out of Australia, with the U. S. taking more than 90 percent, the remainder going to Europe, chiefly to England. A few thousand skins are also collected for the fur trade. In

TECHNICAL BULLETIN

A message to leather finishers

To meet the increased trend to spray-dye leather, we are offering a special group of dyestuffs for this type of work.

The group comprises a full range of colors — red, orange, yellow, brown, green, blue, violet, black.

All have good solubility and high tinctorial strength.

All adequately color the grain layer and build up to full shades.

All are compatible with finish compositions.

All can be used straight, or can be blended to produce an unlimited range of shades.

Our nearest office will be glad to discuss these colors with you and will furnish any samples and formulas you desire.

LEATHER DIVISION

GENERAL DYESTUFF CORPORATION

435 HUDSON STREET • NEW YORK 14, NEW YORK

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1949, however, only 600,000 skins came to the U. S., due to the excessive postwar slaughters and the drought.

Kangaroo skins vary in size from four to ten square feet, with the average about five square feet. The skin itself has a peculiar structure that makes a highly distinctive leather. Most animal skins are composed of tissue-thin layers, but the kangaroo's is made up of closely interwoven fibers that gives the leather its great suppleness. During its otherwise carefree life the kangaroo is plagued by ticks whose bites leave minute patterns on the skins.

The hunters almost immediately skin the felled animals, leaving the carcasses to rot, as these have no particular value, and also there is the insurmountable problem of transportation of these 200-pound carcasses out of the wilds. The skins are immediately flint-dried in the shade. The hunters work for ranch owners or cattle producers or trading posts. The dried skins are brought in to these collection sources, are cured by a special process, then graded. Because there are so many different species of the kangaroo, the grading of the skins is a highly specialized process. In fact, it is difficult to find experienced graders of these skins. Incidentally, much of the procedure of flaying, drying, curing, grading, etc., is done via detailed instructions from American buyers.

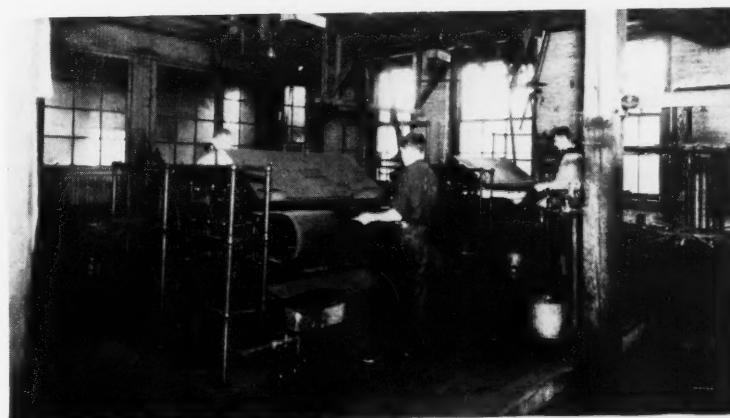
Kangaroo Tanning

Because the kangaroo skin has such a distinctive quality, its tanning is a correspondingly highly specialized process. There are only three kangaroo tanners in the entire U. S.; they are Zeigel, Eisman & Co., Newark; Richard Young Co., Boston; and Surpass Leather Co., Philadelphia. They consume virtually all the kangaroo skins that come out of Australia.

Kangaroo tanning began back in 1890. When the first leather from these skins was produced, nobody knew the type of rawstock it came from. In fact, Richard Young Co., wishing to keep the source a "secret," called the leather "Cameleopard"—letting anyone draw his own conclusions as he saw fit.

The earliest method of tanning these skins was based on an alum and vegetable tannage. Later the method swung to a full vegetable tannage. Today, 90 percent of all kangaroo is tanned in chrome, either by the one-bath or two-bath process, de-

(Continued on Page 143)



Top: Kangaroo in process of polishing on glazing machines.

Center: Kangaroo skins run through seasoning machines preparatory to the glazing operation.

Bottom: Kangaroo skins in process of setting out on serial table machines.

(All photos taken at Ziegel Eisman & Co. plant.)

Still the leader
in the manufacture of
White
Side Leather



SIDE LEATHERS

CHROME SPLITS FOR EVERY PURPOSE



**Korn Leather
Company**

Hardy Street

Peabody, Mass

F R E S H A S S P R I N G !

The image features a large, elegant script font where the letter 'B' is filled with a pattern of small flowers and vines. Below it, the words 'utiful' are written in a cursive script. A horizontal line extends from the end of the 'utiful' script across the page. At the top right, the phrase 'FRESH AS SPRING!' is printed in a bold, sans-serif font. The entire composition is set against a plain white background.

BUTI SUEDE

**BLACK : WHITE
COLORS**

**BUTI
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BLACK : COLO**

**QUALITY
LININGS
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**SLIPPER
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ALL STANDARD COLORS

**BLACK &
COLORED
GLAZED KID**

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**POCKET TOE in all
BUTI SUEDE Colors Except Black.**



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PHILADELPHIA 34 PENNSYLVANIA

AMALGAMATED

Color

SUPREMACY IN

Charmooz

GLAZED KID

LININGS



Soft TOUCH

Because of the complete fidelity in tone of their coordinated colors, season after season, these Amalgamated Leathers enjoy complete fashion acceptance. Amalgamated's world wide resources provide the perfect raw skins for each of them, modern scientific tanning methods produce the richness of texture and finish for which they are justly famous.

GENUINE
REPTILES

Write for new Amalgamated
Spring color card or ask to
see it at

BOOTH #34

WALDORF-ASTORIA

OFFICIAL OPENING OF AMERICAN LEATHERS

SEPT. 6-7

AMALGAMATED
LEATHER COMPANIES, INC.
WILMINGTON 99, DELAWARE

THE NEW LEATHER COLORS, SPRING-'51

And a merchandising guide keyed to costume colors

Women's Smooth Leathers

EGGSHELL BLOND (for town and casual wear) . . . The fashion newness of this interesting creamy blond tone gives it high rating as a harmonizing accent to the much favored eggshell beige, blond, wheat and natural shades in spring costumes. Also stressed with aqua and turquoise tones, cool greens, creamy yellows and golds, melon, salmon and coral shades and the lighter blue gamme. The ideal complement to the dulcet Sugartints and the tropical Aloha Pastels for sports, cruise and summer wear.

SAILOR BLUE (for town wear) . . . Extremely smart and important new rendition of a clear light navy, blending perfectly with the same fashionable tone in costumes. Also lends an animated air to medium and light greys and greyish mixtures, flame, ruby or cherry reds, and natural, sand and blond beiges.

CHERRY RED (for town wear) . . . This popular fruit red continues its well-earned position as an excellent swagger shade for city wear with tailored clothes in a wide assortment of greys, including oxford mixtures. Very pleasing, too, with beiges and natural tones, navy and greyed blues, aqua and teal, also soft bluish greens, as the jasper and opal types.

GREEN PEPPER (for town and casual wear) . . . Retains its appeal as a lively piquant green for wear with rich condiment tones, as curry and chutney. Also steps well with copper, brick and rust shades, tawny beiges and browns, sprightly greens as lime, and lemon or golden tones, including the subtle sulphur and absinthe versions.

GINGERSPIKE (for casual wear) . . . Dashing burnished tan, very significant in the spring style spotlight, because it creates a striking harmony with all the highly important spice and orangy hues, in costumes, including cinnamon, ginger, orangespice and hot tangerine. Very effective, too, with the entire range of greens, especially Irish or emerald types, apricot, amber and topaz tones, surf blues, natural and blond shades, also greys.

GOLDEN WHEAT (for casual wear) . . . Again highly endorsed as an attractive light sun-drenched tone for sports and play shoes, to wear with honey, chamois, ripe wheat and golden blond shades. Also well liked with citrus hues, sea blues, chartreuse and mint greens, pastels and bright sports shades.

COGNAC BROWN (for town wear) . . . This spirited brandy shade maintains its prestige as a lively complement to the animated scale of copper, terra cotta, rust, paprika and burnt orange shades, so prominent in the fashion line-up. Also goes well with vibrant greens, especially yellowish tonalities, tawny topaz and golden shades and duck or sea blues.

TURFTAN (for town and casual wear) . . . Well-established russet shade for wear with casual town or country clothes in rusts, greens, navy and other blues, greys, beiges and coppery browns. Used alone or in spectator sports types as a trim on white.

(Continued on Page 139)

Men's Smooth Leathers

TARTAN TAN . . . A smart, new russet shade with orange overtone, presented this season as a prestige color for calf and kip tannages in smooth or soft grains. This animated light gorse tone is highly desirable for casual and informal shoes; also in golf shoes of Scottish origin. Lends itself to light staining with russet bootmaker polish or darker ruddy antique. As a trimming on white brushed leather or mesh, it offers a new theme for resort shoes.

BRITISH TAN . . . This color of distinction retains its wide acceptance principally for calfskins and highly desirable for town brogues and blucher medallion tip styles. Likewise used for trimming of self-tone, white or ruddy shades of brushed leather. This tan assumes a burnished tone with a bootmaker finish or patina polish and is now preferable to dark staining or antiquing.

BROWN OAK . . . This classic brown continues in top rank as an important volume color, repeated because it represents such a high percentage of all men's shoe colors sold. This firmly established volume brown is available in all tannages of kips, sides, calf and goat; also in weights suitable for middle-weight spring and bantam-weight summer shoes. Preferred today without staining.

REDWOOD BROWN . . . This reddish tinted brown, first introduced in the Fall of 1950 as a new prestige shade, has now entered the volume category; equally good in medium and heavy weight sides and kips, also calfskin for town and country types. To intensify this ruddy tone bootmaker polish is used.

AMERICAN BURGUNDY . . . Favorite Cordovan rendition now used in lighter weight shoes, also in classic plain toe and brogue models. Newly used as a trim on white brushed or buck leathers and mesh, for the resort and summer shoe. Available in calfskin and side leathers.

DEVON TAN . . . This lively tawny tan continues its favor for campus types in heavy kips and sides, antiqued. Also approved for lighter weight kips and calfskins in new summer weights, styled with detailed punchings or new open brogueings. With heavy antiquing or bootmaker finish, this light color is especially desirable for early spring in certain sections of the country. For the novel, low-cut stitched cowboy boots, it is a spritely shade with special promotional value for the popular square and barn dance styles.

CHERRYTONE . . . Successfully established volume color, with bright cherry undertone, for shoes in heavy smooth leathers—highlighted with wine stain or bootmaker finish. Favored for younger men's shoes, campus and high school models with heavy detailings such as full brogueings, Norwegian fronts and cable stitchings.

TOWN NAVY . . . A distinguished blue, introduced as a new color for all-over town shoes, in plain toe and ventilated versions for late spring and summer wear with important light-weight summertime apparel. Emphasized

(Continued on Page 139)



The Finest in Calfskin

- BUCKO CALF
- VELVETTA SUEDE CALF
- INFANTA CALF

Booth 68
at the
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September 6-7

HUNT-RANKIN LEATHER CO. 106 Beach Street, Boston

THE ALLIED PRODUCTS SHOW



FOR SPRING

Advance season planning is the key to success for Spring and every season. And the ALLIED SHOW speeds this planning and saves time and effort for an increasing host of executives, buyers and stylists in the shoe industry. Plan now to attend and see . . .

NEW STYLES . . . NEW IDEAS

NEW FABRICS . . . NEW LASTS

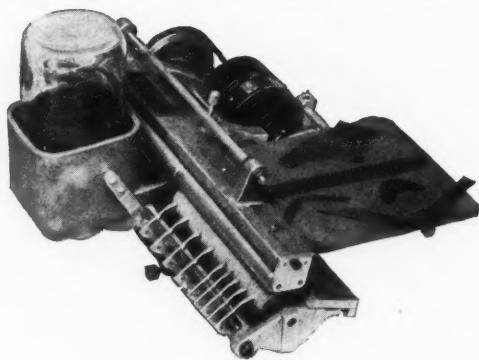
NEW SOLINGS . . . NEW ORNAMENTS

NEW PRODUCTS . . . NEW PROCESSES

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Save That "Critical" Latex

with this
**NEW, SPEEDY
ECONOMICAL
CEMENTER!**



We've done it again. Here's a new Latex Cementing Machine whose outstanding characteristic is its ability to do the very finest work and *at the same time* conserve critically needed Latex. Actually, yes actually, it pays for itself.

Get your order in now and be one of the lucky ones to have the new SPEEDFLEX CEMENTER. It will cement strap stays, throat stays, plumpers, doublers, paperbackers, sock linings, and even the smallest of odd shaped pieces. Yet it easily handles larger work up to 7", regardless of material thickness . . . AND ALL THE TIME IT KEEPS RIGHT ON SAVING LATEX!

But that's not *all* in its favor. Our new SPEEDFLEX CEMENTER is in every way a better machine. Safer to operate, faster, and easier to keep in tip top running condition. And as for cleaning . . . we just can't explain how easy it is to clean it up after a run. You'll have to clean it yourself to believe that this usually difficult operation can be so simple.

And don't forget . . . behind the new SPEEDFLEX CEMENTER stands the fifty-five years of Boston Machine Works Company know-how and service.

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PRICES KEY OF ALLIED PRODUCTS SHOW

Rising costs rivet keen attention on shoe supplies and materials

THOUGH shoe manufacturers are justifiably concerned about recent price increases in many shoe supplies and materials, two additional worries confront them: (1) how much more will these prices increase; (2) which of these essential items will become short in supply?

For these and other reasons it is expected that the semi-annual Allied Shoe Products and Style Exhibit to be held September 5-7 at the Hotel Belmont-Plaza, New York, will be the scene of more bustling buyer-seller activity than at any such show in recent years.

All Eyes On Prices

What new prices will the Allied Products Show exhibitors bring? This question is far more realistic than naive. Prices have been moving steadily upward in the past eight weeks as regards many types of shoe supplies and materials, while many other items are scheduled for initial price boosts as producers find they can no longer hold the fort against rising costs. In a few items prices have been withdrawn altogether, the selling and buying being on a "blind price" basis.

In a recent survey by LEATHER AND SHOES, conducted among producers of shoe supplies and materials, a check was made on some 32 different footwear items. It was found that of these, 19 had already risen in price from four to 35 percent, while 13 others were expected to rise shortly. In practically no instance was there any positive assurance that there would be no initial or further increases.

Why the price rises? All fingers pointed to raw materials costs. Lumber (lasts, wood heels), rubber (cements, composition soles, heels, goring, etc.), cotton (bindings, laces, linings, backing, etc.), steel (shanks, tacks, cutting dies)—here in these basic raw materials upon which so many shoe supplies are dependent, was the basic answer to price increases. Would there be still further increases? Shoe suppliers shrugged

or looked mournful, stated flatly that it all depended upon what happened to the raw materials markets.

As of two weeks ago, here were some of the percentages of price boosts as compared with June 25: wood heels, up 5-10 percent; lasts, 8-12; innersoles, 8-10; bottom filler, 4; laces, 10; non-leather linings, 15-20; goring, trimming and piping, 10; welting, 10; latex, 25-35, neoprene, 10; crepe soles, 30; rubber heels, 12-15; heel pads and sock linings, 10; rubber soles, 15.

Buying

During July, when the war scare was in heat, buying of shoe supplies in many cases reached a high pitch. The industry, in a small way, expressed some "panic" about the rising talk of controls, shortages, and the sight of sky-shooting prices. The buying splurge was an effort to get under the wire. Some suppliers found it necessary to restrict purchases. Customers were allowed to buy little more than what they would "normally" order. This condition, however, did not last long as the scare fever quickly faded. However, some shoe manufacturers found themselves with heavier-than-normal supplies inventories—and nowhere to go with them.

This was ironical in a way. Though there was a rush to buy shoe supplies, there was little or no rush by consumers to buy more shoes. Retailers, quickly recognizing this, were cautious about their own ordering from manufacturers. Those manufacturers who had bought in anticipation of rush and heavy buy-

ing, found themselves caught with burdensome inventories. Most of these items were usable, of course. But in some instances changing style trends could "out-date" the inventories, to the "hoarders'" loss.

A large share of the shoe manufacturers, however, have shown sensible caution over the past weeks, have not overstocked. They have thus timed their buying as some semblance of stability returned to the markets. As a result, there is still a whole amount of business to be done in shoe supplies and materials. Also, it is likely that some 10-12 million more pairs of shoes than last year will be made.

Demand For Styles

There has been some anxiety about government restrictions on shoe styles, as during the last war (Order M-127). There is no foundation whatever for such anxieties at this time. There is no problem of shortages in the large majority of shoe supplies and materials. And it is only when such shortages do appear that the possibility of controls of shoe fashions will have any justification.

To the contrary, there has been a strong demand for new styles—for new designs, patterns, lasts, etc. The demand, especially during last July, was far above the same period of last year. Last producers, designers and pattern makers were extremely busy.

There was good reason for this. Despite all the excitement, shoe sales and consumption had shown little appreciable change. This was and is highly significant. It denoted that aggressive selling and merchandising was still very essential in shoe business. And new styles continue to be vital to inspire shoe sales. The anticipated public rush to buy shoes just didn't materialize. Shoe men and suppliers faced the cold fact that their selling efforts had to be as strong as ever.

(Continued on Page 123)

L and S

See List of

ALLIED PRODUCTS SHOW
EXHIBITORS
on Page 124

L and S

LEATHER and SHOES

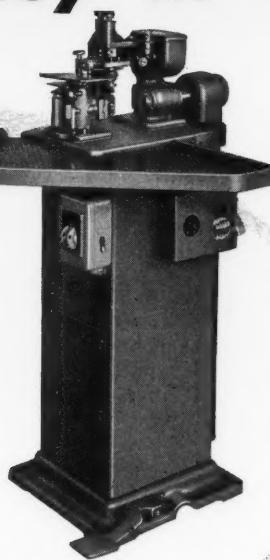
For MAXIMUM Efficiency* in



IS/MC Automatic Edge
Trimming Machine - A



IS/MC Automatic Edge
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Setting Machine - A



Removes pre-determined amount of stock from soles with a rotary cutter or abrasive wheel and gives the proper edge character for ink receptivity. May also be used for chamfering, producing any desired angle or bevel, and for rabbeting a platform to accommodate the seam in slip-lasted footwear. Adjustable feed and trimming speeds for various materials and sole shapes.



Inks edge and rand, edge and extension to $\frac{1}{4}$ inch or chamfered portion of sole only. Assures cleaner shoe bottoms and more uniform application. High quality is evenly maintained and users experience marked decrease in ink and operating costs. Adjustable feed accommodates all materials. Easily cleaned and maintained.

Pre-Finishing Soles Use All 3 UNITED AUTOMATIC EDGE MAKING MACHINES

- ★ Uniform edge *trimming* — always
- ★ Uniform, thrifty edge *inking*
- ★ Important savings in buffing abrasives
- ★ Cleaner soles — minimum need for bottom cleaning
- ★ Greater overall product uniformity

IF you now perform a pre-finishing operation on soles with the **USM** AUTOMATIC Edge Trimming Machine you know how valuable this modern automatic equipment can be in keeping production high and operating costs

low. By going automatic all the way — you can get these production advantages in inking and setting as well.

As a unit or individually, these machines can produce 3600 and more pairs of soles per 8-hour day. All three machines are individually motor driven and give the production results you expect. With leather, rubber-like or synthetic soles the entire production is uniform and meets quality standards that cannot be accomplished by hand.

These machines can be real money savers. Why not let a United branch office representative give you additional facts on any of these machines as they apply to your situation?



Hand work cannot as rapidly achieve such uniform quality as in the edge produced by this machine with its rotary iron. Speed adjustable for proper feeding of variety of materials, thicknesses and patterns. Heat for iron is rheostat controlled.

**UNITED SHOE MACHINERY
CORPORATION**

BOSTON, MASSACHUSETTS

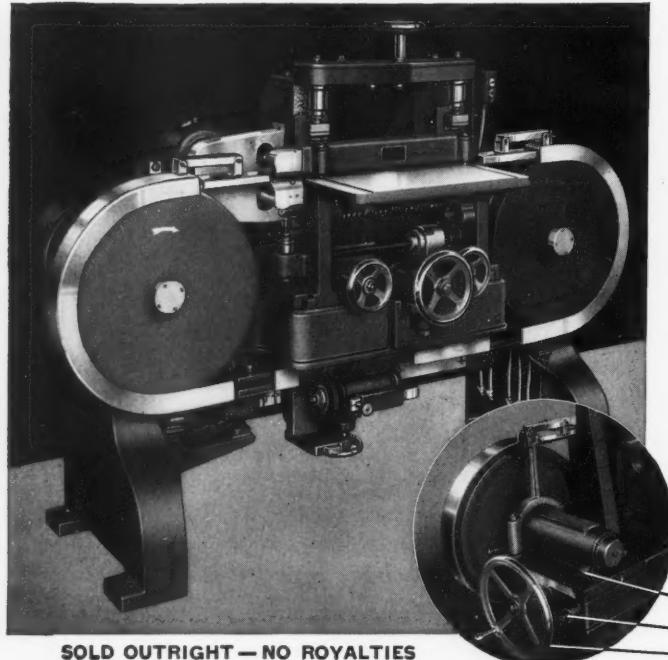
"AS EASY AS ROLLING OFF A LOG"

That's how easy it is to adjust the new, vastly improved, Randall Precision Splitter to obtain the exact thickness required and maintain an absolutely uniform split. So why struggle along with machines on which the "down" (unproductive) time required for adjustments is a substantial item of expense.

By introducing many new, exclusive mechanical features, Randall now makes it easy to split leather and other materials with a speed and accuracy never before possible, thus materially reducing production costs.

THE NEW
Randall
STRAIGHT TO THE MARK

Band Knife SPLITTER



SOLD OUTRIGHT — NO ROYALTIES



DOES YOUR SPLITTING MACHINE HAVE THESE FEATURES?

Independent Feed Roll Control which makes it possible to stop the feed rolls instantly and reverse them if necessary.

Individual Motor Drives for each unit. This eliminates complicated gearing, thus reducing vibration to a minimum and making the machine practically noiseless in operation.

A Tension Device to keep the knife taut.

A Knife Tension Indicator to provide visual means of determining correct knife tension.

Micrometer Adjustment for determining exact thickness of the split.

A 2-speed Gear Box for operating Feed Rolls.

A Universally Adjustable Head to insure accurate alignment of the Feed Rolls with the Knife.

A built-in Diamond Dressing Tool for grinding the wheels.

Sectional Feed Rolls to insure uniform split.

- Drum Alignment Adjusting Screw
- Knife Tension Indicator Rod
- Knife Tension Adjusting Wheel

SKIVERS
CLICKERS
CREASERS
TRIMMERS
SEWING MACHINES
PUNCHING MACHINES

THE *Randall* COMPANY
LEATHER WORKING MACHINERY DIVISION

Manufacturers of Leather Working Machinery Since 1858
5004 SPRING GROVE AVE., CINCINNATI, OHIO

DIES
PUNCHES
BEVELERS
SPLITTERS
STRAP CUTTERS
EMBOSSING MACHINES



Temporary shoe learner sub-minimum wage certificates allowed some 400 shoe manufacturers by Wage and Hour Division were scheduled to expire Aug. 25. At presstime, Administrator William R. McComb gave no indication whether certificates would expire, be renewed temporarily, or be replaced by new regulation.

If new regulation still not forthcoming, it will indicate Division cannot make up mind what to do. McComb has had briefs summing up cases of opposing National Shoe Manufacturers Association and United Shoe Workers of America, CIO, for weeks. Facts are there . . . but Washington may delay action until Labor Department works out wage, salary, worker controls.

Wartime worker controls plus accelerated defense production would automatically solve learner situation by virtually eliminating them from labor market. Unless every industry has learner provisions, sought-after apprentice workers will flock to best-paying industry. Busy plants will be only too glad to get them. Government not likely to control labor supply unless situation gets really serious. Result is shoe industry will find few learners, be forced to depend on experienced workers.

This will grow more difficult as time passes. Demands of military services upon "non-essential" workers through Reserves, National Guard, and finally Selective Service will take more and more workers from leather and shoe factories. Employers will be hard put to hold key men much less "non-essential" workers. Without replacements from learner ranks, shoe industry will be hard pressed, be forced to forego sub-minimum learner rates to attract new workers not wanted by Armed Forces.

• •

Wage freeze as included in Defense Production Act, if it comes, will probably not call for roll-back of leather and shoe workers' wages to June 24 levels. Freeze more likely to leave "stretchroom" for increases, depending partly on living costs, partly on other factors such as bonus plans, incentives, etc. Washington feels elastic policy such as followed in 1942-45 period will solve problem.

Elastic controls would allow for cost-of-living adjustments, promotions, length of service increases, merit increases in addition to company bonus and incentive plans. Labor Department will have power to grant or refuse wage increases. Salaries beyond a certain figure may be controlled by Treasury Department.

Move to relax Walsh-Healey Act fixing minimum wages on government shoe and other contracts now gaining strength in Congress. Those in favor argue that hundreds, perhaps thousands of future sub-contracts will be issued for military procurement . . . many in industries where Walsh-Healey minimum is well above Federal minimum of 75 cents per hour. Organized labor fighting the movement will probably keep it off this year's agenda . . . but drive may be resumed in next year's Congress.

In normal times, company can turn down government contract. In present crisis, no manufacturer can refuse. Defense Production Act empowers President to force acceptance of government contracts. Higher wage minimum set by Walsh-Healey would add to inflationary pressures, bring increased prices to consumers. So say enemies of bill.

• •

Few persons realized until this week that nation's annual defense expenditure bill may soon total \$50 billion plus additional "indirect" expenses. This would have terrific impact upon U. S. economy. Omnibus appropriation bill now before Congress carries "regular" figure of \$14.9 billion for defense, to which must be added \$16.3 billion requested as aftermath of Korean crisis. Defense Secretary now telling Congressional committees overall defense costs, military and economic, may reach \$35 billion this year, \$50 billion in years following.

That's the sobering news for actual military needs only. Additional millions will be needed to float expanded Government departments, such as Commerce, Agriculture, Labor, and others slated to conduct inevitable controls program. Immediate prospect, before and after controls, is another inflationary spurt, higher wages, rising prices, growing scarcities.

• •

Forthcoming controls on shoe styles? Not a chance in the foreseeable future despite much talk and anxiety about restrictions. Shortly after Korean war started there was rush to buy new lasts, patterns and other shoe fashion factors. Scare has fizzled. No fashion controls until large-scale war starts. Industry and govt. realize that fashion essential to maintain shoe sales—which in turn pay taxes vitally needed for mobilization.

U. S. CURBS FUTURES SPECULATION

EXCESSIVE TRADING IN FUTURES CITED

Minimum Hide Margins May Be Increased

The U. S. Senate this week warned all commodity markets to curb all "excessive speculation" during the war emergency or face criminal charges.

In an amendment to the Defense Production Act now being readied for President Truman's approval, the Senate ruled all exchanges, whether or not covered by the Commodity Exchange Act, should take "reasonable and necessary steps" to curb commodity futures speculation. The ruling, generally regarded as an approach to margin controls, hits unwarranted trading on hide and skin, coffee, sugar and other futures markets.

Trade sources said that the curbs expected of the exchanges would call for higher minimum margins for all futures trading. Hide futures requirements were increased recently to a minimum of \$2,000 (L&S, Aug. 12).

The amendment gives the Secretary of Agriculture power to determine when futures trading becomes "excessive" and to take court action against exchanges which fail to limit trading. Penalties may include a fine of \$5,000, a year in jail, or both.

Senate action on the amendment introduced by Senator Guy Gillette (D-Ia.) must now be approved in a coming Senate-House conference aimed at ironing out differences with the House version of the Defense Production Bill. The House recently voted against inclusion of such Government powers in the bill. Earlier, the Senate Banking and Currency Committee had stricken an outright Government margin control amendment from the bill before it was reported to the House floor.

Trading Excesses

The Senate amendment describes "excessive speculation" on futures as:

1. "Speculative trading in a volume in excess of the volume reasonably necessary to absorb heading trades," or

2. Speculative trading of a character which causes or tends to cause unreasonable fluctuations or unwarranted changes in price."

The Secretary of Agriculture is given power to decide when "there is danger of excessive speculation in any commodity traded in for future delivery on any commodity exchange." If no action is then forthcoming, the Government may then prefer criminal charges.

Excessive trading on the hide futures and other commodity markets by speculators not ordinarily in the market has been cited by Government and trade sources as contributing importantly to "runaway" inflation in hide and leather, rubber, cotton, coffee, sugar, etc., prices.

DEAN WILLIAMS JOINS L. H. LINCOLN & SON

Dean Williams, well-known leather chemist who resigned last May as vice president in charge of production at United States Leather Company, New York, has joined L. H. Lincoln & Son, Inc., Coudersport, Pa., producers of tanning materials.

Williams had been with U. S. Leather Company for 29 years at Ridgway, Pa., as chemist and chief chemist. He held the latter position until appointed vice president when he made his offices at New York.

He is a past president of the American Leather Chemists Association (1944-46) and has been associate editor and editor of the ALCA Journal for the past 27 years. In 1948, he was recipient of the Alsop Award for outstanding achievement and service to the Association.

NATION'S SHOE PRODUCTION SEEN RISING 2% THROUGH AUGUST

Shoe production figures for the first eight months of 1950 will approximate 326,300,000 pairs or two percent more than the 319,769,000 pairs produced in the same period a year ago, the Tanners' Council estimates.

The Council based its figures on an estimated output of 35,500,000 pairs in July, three percent more than in July 1949, and an Aug. output of 46,438,000 pairs, equal to the high level of production in Aug. 1949.

No official figures have been released beyond the first five months of the year. Production in that period, according to revised Census Bureau figures, totaled 205,284,000 pairs or 3.2 percent above the revised 1941 total of 198,897,000 pairs

for the same period. Revised figures now include output by shoe manufacturers not previously included in Department of Commerce monthly surveys.

The Council also reported that dollar volume of shoe sales at volume retail outlets for the first two weeks of Aug. is running eight to 10 percent above the same period last year. Better sales weather to date this year rather than scare buying was credited with part of the increase, according to the Council which stated "there is nothing in the current picture to indicate that there is any scare buying being done."

A breakdown of revised figures of major types of footwear for the first five months of 1950 follows:

SHOE PRODUCTION ANALYZED

(1,000 Pairs)	1950	1949	% Change
Men's	41,835	42,008	- 0.4
Women's	95,711	91,280	+ 4.9
Youths' and Boys'	6,183	6,145	+ 0.6
Misses' and Children's	25,883	24,652	+ 5.0
Infants' and Babies'*	16,648	16,751	- 0.6
Athletic	1,385	1,231	+12.5
Slippers	16,375	15,777	+ 3.8
Miscellaneous	1,264	1,053	+20.0
Total	205,284	198,897	+ 3.2

*Includes a small quantity of "slippers."

NEW ENGLAND OUTPUT LEADS NATION IN MAY

Seen 33% Of U. S. Five Month Total

Shoe production in New England during the first five months of 1950 totaled 33 percent of all shoes made in the U. S. during the period, the New England Shoe and Leather Association reports.

In this time, shoe factories in Massachusetts, Maine, New Hampshire turned out 69 million pairs of shoes, an increase of three percent over the same period a year ago. Value of shipments totaled \$223,467,000 with a per pair average value of \$3.32. Individual state gains were listed as one percent for Massachusetts, three percent for New Hampshire and eight percent for Maine.

During May alone, New England output reached 11,533,000 pairs with shipments valued at \$36 million, close to 30 percent for shoes and slippers manufactured in the U. S. during the month. Total U. S. shoe output for the month was 38,368,000 pairs. New York State ranked first in output for the month with 7,440,000 pairs, while Massachusetts was close behind with 6,365,000 pairs and Missouri, 4,462,000. Pennsylvania produced 4,253,000 pairs; New Hampshire, 2,751,000 pairs; Illinois, 2,274,000 pairs; and Maine, 2,080,000 pairs.

For the first five months of the year Massachusetts turned out 35,836,000 pairs; New York, 35,426,000; Missouri, 23,720,000; Pennsylvania, 21,610,000; New Hampshire, 17,486,000; Maine, 12,940,000, and Illinois, 12,261,000 pairs.

IFLWU ASKS U. S. UPHOLD POTASH BAIL

A delegation of the International Fur and Leather Workers Union, formerly of the CIO, has asked the Justice Department to uphold bail on Irving Potash, convicted Communist Party leader, while his appeal is pending.

Members of IFLWU Furriers Joint Council visited Attorney General J. Howard McGrath this week to ask that Potash be permitted to remain at liberty until his appeal comes up for hearing. Delegates said the union would lose its most valuable negotiator in contract renewal talks due to come up shortly.

The Government had asked that bail on the 11 Communists convicted

of conspiracy to overthrow the U. S. Government be revoked since it considered them national security risks during the present crisis. Potash is manager of the IFLWU Furriers' Council.

Fur workers said they did not share Potash's political views but held him in high esteem because of his contributions to the Furrier's Council. The union, however, has consistently expressed its support of Eugene Dennis and other convicted Communist Party leaders.

200,000 PAIRS NAVY OXFORDS TO McELWAIN

6 Manufacturers Share In Navy Order

In New York this week, amidst an air of general excitement, the Navy announced awards on its much-touted Invitation No. 6834 calling for a total of 339,264 pairs of black and brown oxfords. When the smoke had settled, six manufacturers were found sharing the award—but not equally.

Largest share—some 200,000 pairs valued at \$1,141,833—went to J. F. McElwain Co. of Nashua, N. H. More exactly, McElwain's award consisted of 40,000 pairs of brown blucher oxfords at \$5.79 per pair on Item 1A (to Brooklyn Naval Clothing Depot) and another 40,000 pairs at \$5.95 on Item 1B (to Oakland, Cal., Naval Clothing Depot). This was total pairage called for in both Items.

On Item 2A, calling for 53,544 pairs of black oxfords, McElwain again was given full pairage on its bid of \$5.43 per pair. Delivery is to Brooklyn. Finally, on Item 2B, the New Hampshire firm was awarded an additional 66,456 pairs on its bid of \$5.64 per pair for delivery to Oakland.

Five other shoe manufacturers, three of which are from New England, shared in the 200,000 total pairage awarded under Item 2B. Doyle Shoe Co., Brockton, Mass., was awarded 43,000 pairs at \$5.5950 per pair. E. J. Givren Shoe Co., Rockland, Mass., was given 20,000 pairs at \$6.47 and 10,000 pairs at \$6.37. The John Foote Shoe Co., Brockton, was given 10,000 pairs at \$6.49. The H. C. Godman Co., Columbus, O., awarded 50,000 pairs at \$6.63 and finally, Hubbard Shoe Co., Inc., Rochester, N. H., was awarded the remaining 6,104 pairs at \$6.70 per pair.

GUIDE TO COLLAGEN

The Department of Agriculture announces publication of "A Guide to the Literature on Collagen," a new bibliography containing some 1,008 references to works on the fundamental chemical and physical properties of collagen.

The bibliography was compiled by Rubin Borasky of the Department as an aid in planning and executing research and experiments on leather processing and improvement of the tanning practice. Copies may be obtained free of charge upon written request to the Eastern Regional Research Laboratory, U. S. Department of Agriculture, Philadelphia 18, Pa.

INNERTUBE SHOES

Inner tubes from tires have become sought-after items in Glendale, Cal. Not that there's a shortage of inner tubes—but school children in the R. D. White Elementary School are using them to make beach and playshoes.

If Glendale fathers find inner tubes missing from their cars, they can blame it on handicraft superintendent Mrs. C. Juanita McGowan. She taught the children to make the "inner tubed" shoes and decorate them. One consolation, says teacher McGowan, is the nominal price of the shoes. They're supposed to come from discarded tubes.

STYLE COMMITTEES MEET

Two committees of the Popular Price Shoe Show of America are scheduled to meet in New York during the week of the Leather Show, co-managers Edward Atkins and Maxwell Field report.

On Sept. 7, style committees of the PPSSA Fashion Show will hold a breakfast meeting and attend a fashion clinic to be presented by Ruth Hammer Associates, in charge of PPSSA fashions. The clinic will present basic themes for Spring 1951 in the popular price shoe market. The committee, consisting of top style authorities from popular price shoe manufacturers and retailers, is headed by David W. Herrmann of Miles Shoes, Inc., and Paul Kleven of Klev-Bro Shoe Manufacturing Co.

On Sept. 6, a luncheon-meeting of the joint shoe committee will be held to discuss promotion plans and details of the coming PPSSA, scheduled for Nov. 26-30 at the Hotels New Yorker and McAlpin, New York. Mark A. Edison and Frank S. Shapiro are co-chairmen.

NEW ENGLAND GROUP TO STUDY ARMY NEEDS

New England's leather and shoe industry is preparing for whatever military demands the immediate future holds in store. On Aug. 30, the officers, board of managers and members of the Leather and Footwear Group Committee of the New England Chapter of the Quartermaster

Association will meet in the Quartermaster Industrial Mobilization Office at the Army Base, Boston.

Officially, purpose of the meeting is to have Committee members confer with Col. Walter A. Pashley, national secretary of the Quartermaster Association, on the "relationship between the Quartermaster Association and the shoe industry of New England. Significantly, Lt. Col. Robert M.

Hamilton, officer in charge of the Boston Army Base Industrial Mobilization Branch, will also be present.

Members of the Leather and Footwear Group Committee include the following:

Chairman—Maxwell Field, executive vice president of New England Shoe and Leather Association.

Vice Chairman—W. E. Coombes, United Shoe Machinery Corp., Boston.

Leather Footwear — Fred Belyea, Geo. E. Keith Company, Middleboro; William E. Doyle, Jr., Doyle Shoe Company, Inc., Brockton; and Al Hyde, A. R. Hyde & Sons Co., Cambridge, Mass.

Upper Leather — W. A. Cunningham, Northwestern Leather Co., Boston.

Sole Leather—Thomas Morrissey, Fitzgibbons & Sons, Whitman, Mass.

Lasts—E. G. Tremaine, Jr., United Last Company, Boston.

Rubber Soles, Heels and Bases—Capt. Raymond Ryan, Panther-Panco Rubber Company, Chelsea, Mass.

U.S. DEFENSE STATUS—A QUICK LOOK

<i>Compare these</i>	<i>Pearl Harbor</i> <i>Dec. 7, 1941</i>	<i>Korean War</i> <i>June 25, 1950</i>
Population, in millions	133.4	151
Labor force	57,260,000	66,177,000
Unemployed	3,620,000	3,384,000
Dollar's value (1935-39 equal 100)	\$.905	\$.587
National debt, in billions	\$ 55.2	\$ 257.4
National income, in billions	\$ 112.8	\$ 221
Government budget, in billions	\$ 30.7	\$ 40.2
Average hourly wage	\$.78	\$.145
Steel production, annual rate (in millions)	498.4	460
Steel production, tons annually (in millions)	85.8	100.7
Synthetic rubbers, tons annually (in millions)	none	1

BILLBOARD SALES BUILDER



An eye-catching billboard to catch customers is this outdoor sign displayed by the Sundial Shoe Manufacturing Company, a division of International Shoe Company, outside the Sundial plant in Manchester, N. H. The billboard shows a pair of brown shoes positioned in a white circle in the upper left with the words "SUNDIAL SHOES For All The Family" painted white. Background is a deep red. Customer-catcher is the trick of having the sign painters leave a rough edge on the background, scrawl the words "GONE TO GET A PAIR" across the unpainted surface, and leave their pails and equipment on the scaffold. Passers-by wondered if it was the work of a mischievous painter, looked long and hard enough to remember the Sundial slogan.

Trieste To Get Boston Shoe Machinery

The international city of Trieste will get its new shoe factory after all. After being denied ECA financial aid several months ago, the city will see the plant come to reality as a result of a \$50,000 loan to three American shoemakers from the American Military Government.

Machinery for the new plant which will employ several thousand residents of Trieste's American-British zone left from New York this week after being removed from the former Fleetwood Athletic Shoe Co. of Boston. The Trieste factory will begin making novelty shoes and woven sandals within 60 days of arrival of the equipment.

The AMG came into the picture after ECA's final refusal to sponsor the project when it became convinced that the shoe factory is a "sound business project" to provide employment and income among Trieste workers. Italy approved the deal because the new plant will not compete with Italian shoe manufacturers.

The three Americans who will own and operate the company under the name of Lucky Shoe Co. are Albert Saitz and Frederick A. McLaughlin, both of Boston, and Thomas McCann, former American vice consul in Rome. Saitz was sales manager of the Fleetwood company before it went bankrupt.

Over

ONE
MILLION

pairs a month

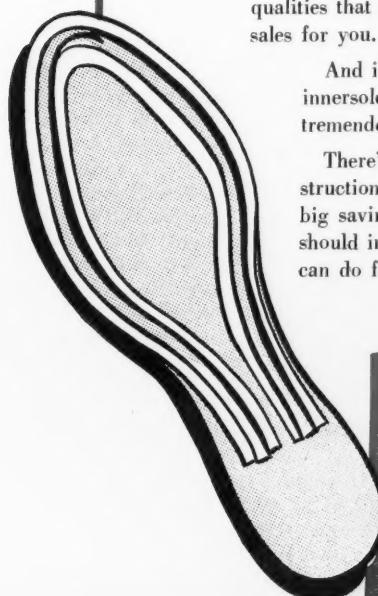
Yes, over a million pairs of shoes are being made every month on the PRIME INNERSOLE PROCESS.

Why? Because of the remarkable savings in production costs. And, with material and production costs what they are today, this should interest *you*.

Furthermore the PRIME PROCESS gives you *greater speed, added strength without rigidity, and more exact margins*. These are shoemaking qualities that are looked for by the buyer. They mean more and steadier sales for you.

And if you are a manufacturer of high grade welts using leather innersoles, PRIME PROCESS INNERSOLES can show you tremendous extra savings.

There's a steady and inevitable trend toward this type of construction. It is now showing some of the largest shoe manufacturers big savings. In the interest of your own competitive position you should investigate at once and find out what the PRIME PROCESS can do for you.



PRIME
MFG. CO.
LYNN, MASS.

Shoe Industry High On Vacation List

Prior to World War II, paid vacations for many white collar and factory workers were a rarity. Since the end of the war, more and more industries have subscribed heartily to the idea of paid vacations. Foremost among these, according to a recent study made by the U. S. Bureau of Labor Statistics, is the shoe and leather industry.

Of a total of 51 collective bargaining agreements, covering more than 26,000 employes tanning leather or

manufacturing leather products, only one studied by the Bureau did not include paid vacations for plant workers.

The Bureau's survey covered 1473 collective bargaining agreements in effect throughout U. S. industry during early 1949. A typical sampling of manufacturing and non-manufacturing industries, the survey showed that 93 percent of plants studied grant workers some type of paid vacation. Nine out of 10 agreements containing vacation provisions stipulate two weeks or more as maximum

time allowed; 30 percent provide for more than two weeks after specified periods of service.

This showing is in direct contrast with an earlier study made by the Bureau. In 1944, only 1.5 percent of unionized plants studied gave maximum paid vacation of over two weeks. Some 63 percent of all plants gave maximum vacations of one week or less. In the more recent study, fewer than five percent of agreements contained such a provision.

In the leather and leather products industry, some 20,623 workers of the 26,000 involved in the study were employed in shoe manufacturing plants. All but a few of these received paid vacations of from one to two weeks.

Ten of the 51 agreements surveyed in the leather and shoe industry were from tanneries. One, covering about 500 employes, contained a "uniform" plan which granted between one and two weeks with pay. Four of the ten, covering some 1743 workers, contained plans calling for a two week minimum. The other five contracts had either one or the other type of plan.

A "uniform" vacation plan provides flat or equal vacations of the same duration for all employees who qualify. Graduated plans provide for a varying number of days or weeks, depending upon the individual worker's length of service. The latter have found more favor recently, since most employers look upon graduated plans as a good way to reduce turn-over while rewarding veteran workers.

SPRING GLOVE COLORS

The Glove Color Committee of the Textile Color Card Association has selected a total of 15 colors as outstanding for Spring 1951 women's leather and fabric gloves.

Listed from the women's shoe card for Spring 1951 are cafe brown, admiral blue, maple, and Irish green along with sugar pink, icing blue and cream pistache. The latter three shades are pastel glove tones from the Association's Spring 1951 woolen card which also lists meringue glace and lemon candy. Pastels are expected to prove highly popular for Spring fashion promotion.

From the woolen card come gray-chalk, blueberry mauve, chutney brown, hot tangerine and exciting red with sweet cherry taken from the Spring 1951 rayon card. As usual, white, black and chamois are specified as staple tones.

FINEST QUALITY CURRIED LEATHERS FOR EVERY PURPOSE

**You profit by using Brown curried leathers
. . . their superior quality assures you the
best possible performance at the lowest cost.**

WM. C. BROWN LEATHER CO.

1702-14 TULIP STREET

PHILADELPHIA 25, PA.

There Is No Substitute for Quality Leather



- **Guaranteed Ankle comfort**
- **Firm Side Wall**
- **One piece — Not Laminated**

- **Hugs the wood**
- **Trim Top Line**
- **Flexible-Resilient**
- **Non-Squeak**
- **Solid Seat**

**... and assures you the ultimate quality
plus beautiful footwear**

**VAN HORNE-KAESTNER LEATHER CO.
1911 SOUTH ALLIS ST., MILWAUKEE 7, WISC.**

Large Shoe Plant Slated For Bangor

The town of Bangor in Maine will get a large new shoe factory with an annual payroll of more than \$1 million if present plans materialize.

Announcement of the city's good fortune was made jointly late last week by officials of the Bangor Chamber of Commerce and two prominent Maine shoe manufacturers—Max L. Kagan and Philip Lown. Work on the construction of a new plant will get under way this Fall if all goes well, they reported.

Plans for the new factory, climax of some six months of negotiations, call for a minimum working force of 350 employees producing 4000-5000 pairs of sportswear type shoes per day.

Kagan announced that the new factory fulfilled "hopes for the most modern shoe factory in the country," and would not interfere with operation of the Old Town and Penobscot Shoe Companies in Old Town, Me. The latter plants employ 550 workers and produce 5000 pairs of sportswear type shoes daily.

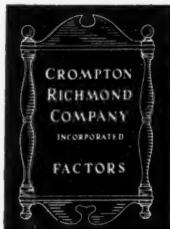
Kagan is president of the Old Town Shoe Company and Lown is head of Penobscot Shoe Company.

ST. LOUIS—FIRST AND ALWAYS



Si Bland, left, president of the St. Louis Shoe Manufacturers' Association, receives bronze plaque honoring the Association for its civic enterprise. Robert G. Stoltz, advertising manager of the Brown Shoe Co., and third vice president of the Advertising Club of St. Louis, makes the presentation at recent luncheon sponsored by Advertising Club. Bland told luncheon guests that 44 percent of the area's shoe output are women's shoes, 19 percent are men's and 37 percent are children's.

DOLLARS THAT PAY HUMAN INTEREST



Speeding up capital turnover is no problem — once you really get the full story of Crompton Factoring Service.

We make advances against accounts receivable. This means automatic cash advances as invoices are shipped...the obligation is self-liquidating...the pace of capital turnover cuts the cost.

This supply of funds increases with sales and seasonal bulges — to keep a business under full momentum. You can bunch your hits and follow through. Every dollar works for greater productivity — from the top down.

Moreover, your key men can do a bigger job — by handing credit chores and responsibilities to us...an integral part of Crompton Factoring Service.

Take a good look at its financial advantages...and get the answer to better business performance.

The Human Factor

CROMPTON-RICHMOND CO., INC.

1071 Avenue of the Americas, New York 18, N. Y.

STATE OF THE UNION IN FIVE KEY YEARS

	1929	1935	1939	1945	1950
(1) Cost of government	\$ 3,182,807,000	\$ 6,591,519,000	\$ 9,026,982,000	\$ 100,397,471,000	\$ 40,167,000,000
(2) Military outgo	\$ 745,342,000	\$ 884,260,000	\$ 1,367,000,000	\$ 80,537,000,000	\$ 13,584,000,000
(3) National debt	\$16,500,000,000	\$34,400,000,000	\$42,600,000,000	\$252,700,000,000	\$257,472,765,000
(4) Industrial output	110	87	109	203	199
(5) Civilian employment	47,630,000	42,260,000	45,750,000	52,820,000	61,482,000
(5) Unemployment	1,550,000	10,610,000	9,480,000	1,090,000	3,384,000
(5) Armed Services	260,000	270,000	370,000	11,280,000	1,311,000
(6) Population	121,770,000	127,250,000	130,880,000	139,586,000	151,188,000
(7) Disposable income	\$82,500,000,000	\$58,000,000,000	\$70,200,000,000	\$151,100,000,000	\$196,200,000,000
(7) Taxes on individuals	\$ 2,600,000,000	\$ 1,900,000,000	\$ 2,400,000,000	\$ 20,900,000,000	\$ 18,900,000,000
(7) Consumer spending	\$78,800,000,000	\$56,200,000,000	\$67,500,000,000	\$123,100,000,000	\$183,400,000,000
(8) Retail sales	\$48,329,000,000	\$32,791,000,000	\$42,042,000,000	\$ 76,644,000,000	\$ 64,583,000,000
(7) Savings (individuals) ..	\$ 3,700,000,000	\$ 1,800,000,000	\$ 2,700,000,000	\$ 28,000,000,000	\$ 12,700,000,000
(9) Consumer price index ..	122.5	98.1	99.4	128.4	170.2
(10) Consumer food prices ..	132.5	100.4	95.2	139.1	204.6
(11) Wholesale price index ..	95.3	80.0	77.1	105.8	163.0
(12) Average weekly wage ..	\$25.03	\$20.13	\$23.86	\$44.39	\$58.89

(1) 1929 is based on yearly average 1926 to 1930. Other years, fiscal year ended June 30. Figures are approximate. Source: United States Treasury.

(2) Figures (approximate) are for fiscal years ended June 30. Source: United States Treasury.

(3) Debt outstanding at end of each calendar year, except for 1950, which is debt as of close of business Aug. 4 this year. Sources: Department of Commerce and United States Treasury.

(4) 1935-'39 equals 100. Source: Federal Reserve Board. Figure for 1950 is for June only.

(5) Sources: Department of Labor, 1929, 1935 and 1939; Department of Commerce, 1945 and 1950. Figure for 1950 for month of June only.

(6) Source: Department of Commerce. Figure for 1950 is estimate as of April 1 this year.

(7) Source: Department of Commerce. Figure for 1950 is for first half of year at annual rate.

(8) Source: Department of Commerce. Figure for 1950 is total of all retail sales for first six months of this year.

(9) Source: Department of Labor. All items—for moderate income families in large cities. 1935-'39 equals 100. Figure for 1950 is for month ended June 15.

(10) Source: Department of Labor. Food prices for moderate income families in large cities. 1935-'39 equals 100. Figure for 1950 is for month ended June 15.

(11) Source: Department of Labor. All commodities. 1926 equals 100. Figure for 1950 July estimate.

(12) Source: Department of Labor. Average weekly earnings in manufacturing industries, both durable and non-durable goods. Figure for 1950 is estimate for June.



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Department Store Sales Gain In June

Sales of women's shoes in 220 leading department stores during June ran six percent ahead of June a year ago, the Federal Reserve System reports. For the first six months of the year, sales were about equal with the same period in 1949.

Children's shoes showed a sales increase of four percent for June 1950 over June 1949 but fell three percent during the six months period, according to 208 department stores. As a unit, sales of women's and children's shoes in 241 stores were five percent ahead of June 1949 and about equal for the six months.

Men's and boys' shoes and slippers were 10 percent ahead of June 1949 salewise and five percent ahead of the Jan.-June, 1949 period, according to 190 stores surveyed.

Sales of all types shoes in 125 basement stores were two percent higher than June 1949 but fell three percent behind the first six months of 1949.

Retail shoe sales in June throughout the nation's stores as a whole showed a gain of \$4 million over May on an adjusted basis but only \$2 million after adjustment for seasonal factors. Unadjusted sales totaled \$130 million in May and \$134 million in June. Adjusted, they totaled 124 million and \$126 million respectively.

NAVY SEEKS BOOTS

The Navy Purchasing Office, New York City, has issued Invitation No. 7098 calling for manufacturers' bid on a total of 27,426 pairs of general purpose, high black shoes. Bids will be opened publicly at 10:00 a.m., Sept. 8 in New York City.

Delivery is scheduled at 14,331 pairs to Brooklyn Naval Depot at the rate of 2500 pairs weekly with the remaining 13,095 pairs for the Naval Supply Center and Oakland, Cal. Delivery is to begin 30 days after date of contract.

AUSTRIAN LEATHER BOOK

The third edition of the "Yearbook of the Austrian Leather Industry 1950" is now available. The 284 page volume serves as an excellent history and reference book of the Austrian leather industry, and its growth to the present time. Included are addresses of Austrian tanners and leather goods manufacturers. Copies may be had by writing to A. M. Hontschik, Vienna II, Gredlerstrasse 4.

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NORWEGIAN SHOE TEAM VISITS U. S. PLANTS

A nine-man team of Norwegian shoe manufacturing experts which arrived in New York by air Aug. 18, is now visiting U. S. shoe plants to survey America's high-production, low cost methods of making shoes.

The experts, brought here by the ECA to study all phases of shoe manufacturing during a six-week tour, carry the high hopes of the Norwegian Government with them. If they can absorb their lessons well, they will help Norwegian manufacturers to lower the cost of shoes made in that country.

In its petition for Marshall Plan aid, Norway pointed out that its shoe industry in 1948 reported an output of 892 pairs of shoes per worker per year against 1301 pairs per worker in Great Britain and even more in the U. S. Although even this was a marked improvement over prewar production which never exceeded 800 pairs per worker, the Norwegian industry felt it had much to learn from U. S. shoe manufacturers.

Schedule of the tour includes visits to plants in Pennsylvania, Massachusetts, Maryland, New York, Virginia, and Missouri as well as conferences with government, management and labor officials. A seminar with top manufacturers and labor leaders in Boston on Sept. 18 will be a high spot as will visits to the Leather Show, the Allied Shoe Products and Style Exhibition and the National Shoe Retailers Association's Style Conference, all in New York City Sept. 5-7.

Norway's shoe industry annually produces about four million pairs of shoes valued at \$14 million. It employs 5000-6000 workers in approximately 114 factories, most of them small.

The team itself comprises managers, technicians and workers representing eight shoe manufacturers, the Norwegian Shoe Industry's Research Institute, the Norwegian Shoe Manufacturers Association and the Trade Union of Norwegian Shoe Workers.

Another British study team, sponsored by the Anglo-American Council of Industrial Productivity and the ECA, is scheduled to leave England about Oct. 20 for a six weeks' tour of U. S. shoe plants. The 16-man team will study productivity with emphasis on factory management and lay-out methods.

British Shoe Fair To Show Nation's Best

For the first time in 11 years—since before World War II—Britain will show its latest in shoe machinery. Among the many impressive exhibits of all the best in British footwear, leathers and leather and shoe materials, to be displayed at the coming British Shoe and Leather Fair, Britain's shoe machinery manufacturers will show what they have accomplished since 1939.

More than 400 manufacturers will be on hand to exhibit latest footwear, sole and upper leathers, synthetic soiling materials, tanning materials, chemicals and accessories. The Fair is scheduled for Sept. 11-15 at Olympia, London.

Other features include daily footwear fashion parades and displays of work which gained awards in the National Shoe Repairing Competitions sponsored recently by the Shoe and Leather Fair Society.

PUBLISH SHOEMAN'S GUIDE

The 1950 21st edition of The Shoeman's Guide, directory of the leather and shoe manufacturing industry in Great Britain, Northern Ireland and Eire, has been made available by The Halford Publishing Co., Ltd., 4 Market Place, Leicester, England.

The Guide, comprising five separate sections, lists footwear manufacturers, wholesalers and distributors, the names of British firms tanning and currying hides and skins and types of leather tanned, the addresses and products of these firms, and finally firms producing shoe and tanning machinery, findings and other shoe materials.

COMPARATIVE LEATHER PRODUCTION FIGURES

CATTLEHIDE LEATHERS (In 1,000 hides)

	Total	Hides	Sole	Upper	Mechani-	Belting,	Harness	Bag	Uphol-	All
	Cattle				cal	cal	Sad-	Case,	stry	Others**
	Hides						lery	Strap		
1939	22095	7833	12124	531	477	387	510	233		
1940	21070	7032	11582	675	524	382	601	272		
1941	28121	9080	15600	1064	650	581	699	448		
1942	30828	10432	15598	1213	637	936	386	1625		
1943	25656	8290	13073	1292	632	800	231	1338		
1944	26152	8420	13002	1439	613	629	232	1818		
1945	27566	8525	14567	1324	556	572	272	1750		
1946	26905	8510	14057	1158	510	827	378	1465		
1947	28824	8924	15529	1134	440	813	529	1455		
1948	26070	8016	14213	1004	270	760	594	1213		
1949	23332	6384	13753	759	227	674	461	1074		
1950—										
Jan.	1880	492	1124	50	14	60	48	92		
Feb.	1955	528	1152	52	15	62	50	96		
Mar.	2115	585	1229	54	17	69	53	108		
April	1853	497	1069	52	17	62	50	106		
May	1949	521	1129	49	19	61	55	115		
June	2070	528	1223	60	18	60	60	121		

**Data from 1942 forward not directly comparable with previous data.

CALF, KIP, GOAT, KID, SHEEP AND LAMB LEATHERS (In 1,000 hides)

	Sheep Leathers						
	Calf,	Goat,	Sheep,	Gar-	Shoe	Shear-	All
	Kip	Kid	Lamb	ment		lings	Others
1939	14027	40419	38914	18420	11604	2563	6327
1940	11387	37697	37920	17725	9966	3322	6907
1941	13098	45373	51915	22542	14166	5779	9428
1942	12264	41127	53629	19459	14983	9596	9591
1943	11112	37351	59315	20415	15474	11210	12216
1944	10930	34653	53976	20370	15040	6690	11876
1945	11636	24026	52450	17294	17153	6508	11495
1946	10836	24123	47999	15781	13349	9923	8918
1947	12471	37188	36535	11265	12498	5409	7363
1948	10480	37970	33492	10419	11392	4993	6688
1949	10173	34774	28644	8411	9998	4498	5737
1950—							
Jan.	927	3016	2193	552	815	338	488
Feb.	885	2960	2675	860	934	376	505
Mar.	902	3507	2257	834	858	870	495
April	814	2821	2625	915	874	395	441
May	829	3206	2720	916	878	449	447
June	923	3329	2653	866	806	468	513

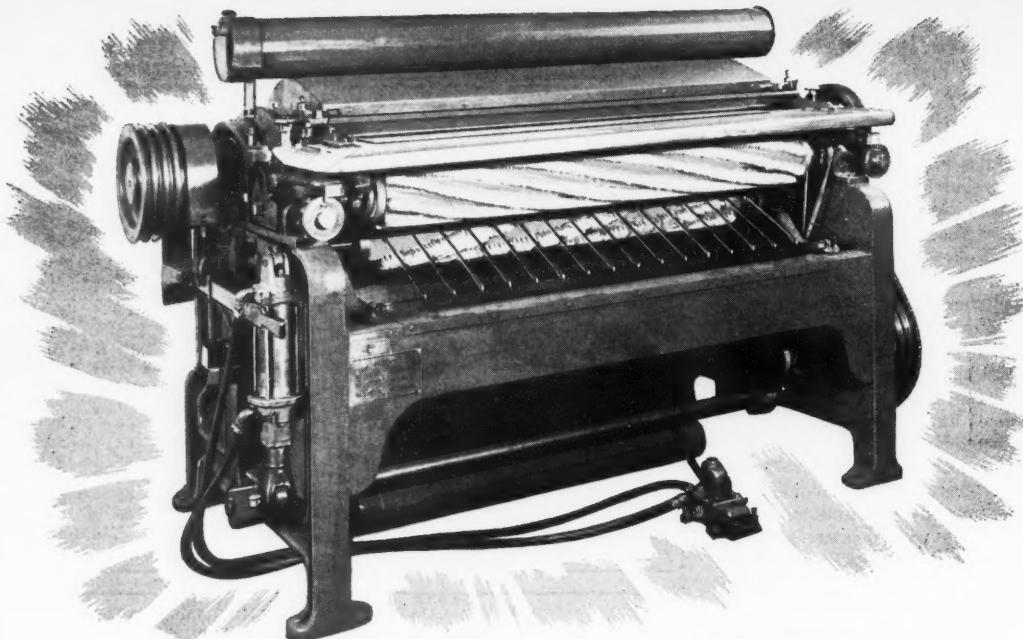
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LEATHER MARKET STABILIZES AS HIDE MARKET STRENGTHENS

Shoe Manufacturers Watch Early Fall Retail Sales

Tanners well sold up; sell only to manufacturers who need immediate replacement. Prices generally unchanged.

Sole Leathers Fair

Boston sole leather market has slowed somewhat. One reason is tanners have little leather left to sell. Buyers still active in light and medium weight bends with heavy weights not too active. Sales on bends below 8-iron made up to 78c recently but trend is down here. Tanners report 8-9 irons generally bring 68-70c although some tanners ask up to 72c. Medium bends of 9-10 iron generally bring up to 65c; few sales made at 67c. Heavy bends above 10 iron bring 60c top; do better at 58-59c.

Light Bends: 70-73c

Medium Bends: 60-65c

Heavy Bends: 58-60c

Sole leather tanners in Philadelphia report things have steadied up. There is still definitely a demand and definitely a shortage. Bellies currently selling at 48c for cow and 46c for steer; heads average 28c. A good average price for factory bends quoted at 68c. Finding bends moving well but prices are erratic and no quotations made.

Sole Leather Offal Lax

Boston offal tanners and dealers say their market reflects general condition of entire leather market. Prices appear to have reached top for time being, now hold stable. Easier tendency of last week gone with strengthening of hide prices. Tanners well sold ahead; find sales only from manufacturers who need leather immediately. Renewed heavy orders not expected before shoe manufacturers get results of early Fall retail sales. September expected to be big month due to seasonal and other factors. Cow bellies still at 49c top; medium steers bring up to 47c. Other selections remain unchanged.

Bellies: Steers: 45-47c; Cows
46-49c

Single shoulders, heads on:

Light, 56-60c; Heavy, 46-50c

Double rough shoulders: 70-77c

Heads: 27-30c

Fore Shanks: 36-39c

Hind Shanks: 36-42c

Calf Steady

Prices of calf leathers on Boston market remain about the same. Actually, shoe manufacturers well brought up; tanners do not have much leather to sell. Result is both buyers and sellers going along with tide; not much activity all around. Tanners well satisfied with previous sales;

concentrate on selling what they have available. Men's weights nominally listed at \$1.23-\$1.25 top; some specially selected skins quoted at \$1.45-\$1.50 but few sales reported here. Women's weights bring \$1.17 top. Here again, choice skins bring more.

Russet linings: 28, 26, 24, 22, 20, 18, 16, 15c.

Colored vegetable linings: 28, 26, 24, 21, 19, 17, 15c

Hat sweat: 29, 27, 25, 23c

Chrome linings: 28, 26, 24c

Garment grains: 27, 25, 23, 21c

Garment suede: 28, 26, 24, 22c

Sheep Active

Higher rawstock prices reported at New Zealand auction lead Boston sheep leather tanners to look for stronger market. Prices generally unchanged at press time. Unlike other leathers, sheep remains fairly active. Many specialty leather goods manufacturers have turned to sheep leathers after high prices forced them out of other markets. As a result, sheep leather tanners find themselves getting and filling new orders from day to day.

Men's weights: B \$1.10-1.23; C \$1.04-1.20; D .94-1.14; X .89-1.04; XX 85c

Women's weights: \$1.05 to 1.17; C 97c-1.07; D 90c-1.02; X 80c 96c; XX 65c-78c

Suede: \$1.20-1.25N; 1.15-1.20N; 1.05-1.10N

Side Mark Time

Boston side leather tanners report market steady but slower. Shoe manufacturers have filled needs well ahead, now buy only when they need immediate replacement. Sept. will be bellwether of market to come, they say. If retail shoe sales are heavy as expected, shoe manufacturers will come actively into side market again. Meantime, tanners keep busy filling orders made in recent weeks. Prices steady.

Heavy Aniline Extremes: B 61-65; C 60-62; D 53-56c

Corrected Kips: B 59-67; C 57-65;

D 55-63; X 49-56c

Corrected Extremes: 51-59; 49-55; 47-53; 44-50c

Corrected Large: 45-50; 43-47; 41-45; 38-42c

Work Elk: 46-56; 44-50; 40-44c

Kid Leathers Fair

Kid leather tanners in Philadelphia report interest in all items but buying seems to have tapered off somewhat in last week. Some consider this healthy sign since the peak of the buying indicated overstocking on the part of shoe manufacturers. Sales still higher than usual this time of the year.

Price And Trends Of Leather

KIND OF LEATHER	THIS WEEK	MONTL ^H AGO	YEAR AGO	1949 HIGH
CALF (Men's HM)	1.10-1.23	1.10-1.23	90-1.10	95-1.15
CALF (Women's)	1.00-1.17	1.00-1.17	80-1.02	90-1.10
CALF SUEDE	1.20-1.23	1.20-1.25	1.00-1.15	1.05-1.30
KID (Black Glazed)	80-1.17	70-1.00	40-60	70-1.00
KID SUEDE	80-93	70-88	40-60	70-90
PATENT (Extreme)	48-56	48-56	48-56	56-66
SHEEP (Russet Linings)	19-28	19-24	18-22	19-23
KIPS (Corrected)	60-67	60-64	54-58	57-61
EXTREMES (Corrected)	51-59	51-59	45-52	48-53
WORK ELK (Corrected)	46-56	46-56	43-48	52-56
SOLE (Light Bends)	68-73	68-73	62-65	68-72
BELLIES	44-49	43-47	32-35	44-48
SHOULDERS (Dble. Rgh.)	70-77	64-73	50-55	64-72
SPLITS (Lt. Suede)	36-41	36-41	37-43	39-44
SPLITS (Finished Linings)	20-25	20-25	20-23	22-24
SPLITS (Gussets)	17-22	17-21	18-19	19-20
WELTING (½ x ¼)	10	9½-10	7¾	9½-10
LIGHT NATIVE COWS	29 -30½	30 -31	23-24	29½

All prices quoted are the range on best selection of standard tannages using quality rawstock.

Suede selling well in black at firm prices. Glazed also doing good business mainly in black and list prices are at unchanged levels. Interest in linings in the entire price range. Slipper leather going quite well. Price lists remain as quoted for the past few weeks. Nothing new reported in crushed or satin mats.

Current Average Prices

Suede:	35c-93c
Linings:	26c-50c
Crushed:	30c-65c
Glazed:	32c-1.17
Slipper:	30c-65c
Satin Mats:	51c-1.15

Splits Spotty

Splits sale spottier this week, say Boston tanners. Prices steadier than week ago as both buyers and tanners can afford to await more definite market trends. Leather Show expected to clarify pictures somewhat but month of Sept. regarded as real determining factor.

Light suede: 36-41; 34-39; 32-36c

Heavy suede: 43-47; 41-43; 38-40c

Retan sole: 40, 38, 35, 33, 30c

Finished linings: 19-21; 20-23; 21-25c

Gussets: 17-22c

Pickled Heavy, 14-15c lb.; Light, 12½-13½c lb.

Blue splits; Heavy, 15-16c lb.; Light, 13-14c lb.

Welting

Recent welting sales fairly large. New orders will be slower till old orders are filled. The little new business done on regular Goodyear welting has been on basis of 10c for ½ x ¼ inch stock. Specialty welting has large unfilled orders to take care of and there is every indication that this fall is the biggest in specialty welting history. Plastic welting gains slowly in sales, now enjoys a substantial share of the white welting business. Synthetic welting for stitchdown and cheaper welt field does well.

Belting Leathers Good

Philadelphia belting leather tanners find good activity. There is some steady up in some items. Tanners make an average quotation of 57c for shoulders. However, butt bends are still "dynamite" and tanners will not give out any quotations for publication.

The actual price lists quoted are higher than last week's average prices. Shoulders still in scarce supply and selling well at firm prices. No. 1 curried shoulders quoted at 82c per foot.

AVERAGE CURRIED BELTING PRICES: SUBJECT TO CHANGE

Curried Belting	Best Sele.	2nd	3rd
Butt bends	1.36-1.47	1.32-1.42	1.27-1.30
Centers 12"	1.65-1.83	1.55-1.76	1.32-1.34
Centers 24"-28"	1.60-1.80	1.32-1.74	1.32-1.39
Centers 30"	1.57-1.75	1.49-1.71	1.32-1.39
Wide sides	1.28-1.41	1.24-1.35	1.16-1.20
Narrow sides	1.21-1.27	1.17-1.20	1.08-1.13

Glove Leathers Poor

Glove business generally not considered good. Although time is growing short, demand for ladies' gloves continues poor. Men's gloves have held up well but it is the ladies' gloves that have always provided the largest part of local production.

Suedes seem to be out of the picture except for men's greys. Very little demand for high colors. Fair demand for men's deerskins at 55c, 50c, 45c, 35c, 30c, 25c, 20c and 15c. These prices show no advance over last year's prices except in lowest grades. Pigskins still popular with further increases in price rumored.

Bag, Case and Strap Leather

Continued firm market for bag, case and strap lines. With firming up of the rawstock market, renewed interest may be forthcoming. Shoe leather buyers and specialty tanners had pulled away from market with the developing weakness in big packer hides last week, but turnaround in rawstock prices changed this trend. Tanners point out they are well sold up with at least a month's bookings.

2 ½-ounce case, 53, 50, 47c

3-ounce case, 56, 53, 50c

4-ounce strap, 66, 63, 60c

5-ounce strap, 70, 67, 64c

6-ounce strap, 73, 70, 67c

Garment Leathers Steady

Steady garment leather market reported but some advances expected in some lines other than horse due to higher rawstock levels in big packer market. Market has had strong tendency right along on most selections, and higher rawstock levels would certainly help to bring about higher prices.

Suede garment leather, 27, 25, 23c

Grain garment leather, 31, 29, 26c

(High colored grain garment
2c more)

Horsehide leather (average), 36-38c

Better horse grades up to 40-42c

Work Gloves Wanted

Peak seasonal demand for glove splits in this market has kept leather moving right along. Volume of activity has been sufficient to make any substantial changes in price virtually unnecessary with fluctuating hide prices having just about no effect on leather prices.

In shoulder split market, prices had

been up considerably during the week before last, but now hold steady.

Horse shanks, 40-45 avg. ft. per doz. 21c per ft.

Horse shanks, 50-55 avg. ft. per doz. 25c per ft.

Cow bellies, 40-45 avg. ft. per doz. 24c per ft.

Cow bellies, 50-55 avg. ft. per doz. 26c per ft.

Shoulder splits (per pound):—

No. 1's, 60c

No. 2's, 50c

No. 3's, 40c

Glove splits (LM), 19c, 18c, 17c

Tanning Materials Steady

Quotations on Raw Tanning Materials and Tanning Extracts remain firm, with demand holding moderately active.

Raw Tanning Materials

Divi Divi, shipment, bags	*
Wattle bark, ton	"Fair Average" \$67.50 "Merchantable" \$65.00
Sumac, 28% leaf	\$74.00
30% leaf	\$77.00
Myrobalans, J. 1s.	\$48.00-\$49.00
(Crushed \$74.00) J. 2s	\$45.00
Valonia Cups, 30-32% guaranteed	\$53.50
Valonia Beards	\$78.00
Mangrove Bark, So. Am.	\$52.00

Tanning Extracts

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	*
Tanca cara	3.45
Barrels c.l.	4.15
Barrels, l.c.l.	4.50
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	9.00
Bags, i.c.l.	9.70
Bags, less than 100 pounds	15.00
Cutch, solid Borneo, 55% tannin, plus duty	.06%
Gambier Extract, 25% tannin, bbls.	.09½ .12
Hemlock extract, 25% tannin, tk. cars., f.o.b. wks.	.0525
Bbls., c.l.	.03%
Oak bark extract, 25% tannin, lb. bbls. 6½-6¾, tks.	.06%
Quebracho extract	
Solid, ord., basis 63% tannin, c.l. plus duty	8 5/16
Solid, clar., basis 64% tannin, c.l.	.09
Liquid, basis 35% tannin, bbls.	.08
Ground extract	.16½
Wattle bark, extract, solid	.07½
Powdered super spruce, bags, c.l.	
.05½; i.c.l.	.05½
Spruce extract, tks. f.o.b. works	.01½
Powdered valonia extract, 63% tannin	.09½

Tanners' Oils

Cod oil, Nfld., drums	*
Castor oil No. 1 C.P. drs. i.c.l.	.22½
Sulphonated castor oil, 75%	19-.29
Cod, sulphonated, pure 25% moisture	.13
Cod, sulphonated, 50% added mineral	.12
Linseed oil tks., c.l. zone 1	.176
drums, i.c.l.	.198
Neatsfoot, 20° C.T.	.30
Neatsfoot 30° C.T.	.28
Neatsfoot, 40° C.T.	.27
Neatsfoot, prime, drums, C.L. L.C.L.	.16%
Neatsfoot, sulphured, 75%	.18%
Olive, denatured, drs. gal.	.22½
Waterless Moellon	.14
Artificial Moellon, 25% moisture	.13
Chamois Moellon	.10-11
Common degras	.10-12
Neutral Degrás	.21
Sulphonated tallow, 75%	.12
Sulphonated tallow, 50%	.09
Sponging compound	.11½
Split oil	.11-12
Sulphonated sperm, 25% water	.18
Petroleum Oils, 200 seconds visc. tks., f.o.b.	.12½
Petroleum Oils, 150 seconds visc. tks., f.o.b.	.13
Petroleum Oils, 100 seconds visc. tks., f.o.b.	.12

*Quotations withdrawn

HIDE MARKET SHOWS MORE STRENGTH AS TRADING CONTINUES SPOTTY

Packer Hides Advances Set Pace For Rest Of Market

Most selections up $\frac{1}{2}$ c with light native cows up 1c over previous week. Calfskins quiet. Country market stronger but trading slow.

Packer Hides Advance

Two advances scored in the Midwestern packer hide market this week, the second advance on one selection only. Market, expected to hold steady at best, went the other way and established a $\frac{1}{2}$ c advance on most selections except bulls and inactive extreme light hides. However, extreme lights credited for being $\frac{1}{2}$ c higher. Bulls hard to determine, might not advance. The selection to establish an additional $\frac{1}{2}$ c advance was light native cows, 1c higher than week previous. This regains 1c of 2c loss registered last week.

Tanners willing to bid steady when bidding, and non-bidding tanners not the least bit bearish because trading last week cleaned up well over 115,000 hides. Sellers not forced to offer much, and tanners were required to make the overtures.

Total trading about 50,000 hides, with another 20,000 hides sold quietly, principally light cows and branded cows. These trades believed at existing market levels. Light cows at the $\frac{1}{2}$ c advance, not the 1c advance established later. Outside independent packers slightly active at the market level.

QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Native steers	30 -30½	31 -32N	29½-30	19½
Ex. light native steers	32N	33N	33	27½-28
Light native cows	29 -30½	30 -31N	30 -31	23 -24
Heavy native cows	30 -30½	30 -31N	30 -30½	20 -22
Native bulls	20½N	20½-21	19N	16 -16½
Heavy Texas steers	26N	25½	26½N	18½
Light Texas steers	27½N	28½N	28N	20
Ex. light Texas steers	30N	32N	30½	24
Butt branded steers	26	25½	26½	18½
Colorado steers	25	24	26	18
Branded cows	27 -27½	26½	27½-28	19½-20½
Branded bulls	19½N	19½-20	18N	15 -15½
Packer calfskins	70 -75N	70 -75	67½-72½	42½-47½
Chicago city calfskins	50N	50	50N	30 -35
Packer kipskins	62½	60	50	45

HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Aug. 24	Close Aug. 17	High For Week	Low For Week	Net Change
September	25.85B	24.35	26.00	24.65	+150
December	25.90T	24.40	26.05	24.40	+150
March	24.99B	23.90	25.15	24.05	+109
June	24.85T	23.60	25.00	23.85	+125
Total Sales:	170 lots				



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this market up 3c for this selection, to domestic tanners, with a sale of 2,000 Chicago production kip alone at 62½c called 2½c higher than the last actual market. One packer sold 3,000 Northern kip at 65c for export, a premium due to the extra expense involved in export preparations.

On the outside, trading about nil. A few scattered trades rumored in good small packer kip at 45 to 47c, with country production quoted at 31 to 33c, but not sold in any volume.

New York trimmed packer kip-skins are quoted at \$10.55 nominal for 12 to 17's and \$12.00 nominal for 17's and up. Collector skins are \$9 and \$9.50 respectively.

Small Packer Hides Up

Bids on small packer hides were higher, but so were asking prices. Scattered trades were made at prices ½ to 1c higher, depending upon the tanners' need for hides and the type of hides involved. In the range of 48/50 lb. average, asking prices were around 27 to 28c selected for all-weight native steers and cows, FOB shipping points, with the best bids around 26½c selected, and many bids around 26c selected. On the best quality 47/48 lb. averages the bids were around 27c selected, but sellers wanted 28c for these. Some Southwestern light average lots were priced at 30c flat, FOB shipping points, but sellers found that best bids were 28½c flat. Little said on heavy weights. Tanners not looking for heavy hides, except on some very choice lots for specialty purposes.

Small packer bulls are figured around 17c selected for good 80 to 85 lb. averages, with considerably less quoted on heavier lots around 90 to 100 lbs. average.

Country Hides Stronger

The country market showed a strengthening tone, but trading extremely small. Tanners confused over sudden turn around of market and would not step out to buy unless hides absolutely needed. Bids, when placed, were higher; some bidding up to 24c on very good 48 lb. average countries with a few renderers. However, sellers looking for 25c flat on these hides, trimmed, and could not come to terms with tanners. A few sales of some more average quality hides at 23½c flat trimmed and 23½c flat trimmed, averages around 48 to 50 lbs., and some 49/50 lbs., more closely represented the market.

Horsehides Firmer

Firmer horsehide market noted for the better lines of whole hides; up to \$12 paid for good trimmed mixed

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slaughter-renderer lots around 70 lbs. Some lighter averages around \$11.75, Northern and Midwestern production. Fronts very slow; only interest shown for some good large Northern fronts around \$8.25 to \$8.50. Other lines quotable around \$8.00 with no interest. Butts, basis 22 inches and up, quotable around \$4.25 to \$4.50, depending upon quality, FOB shipping points.

Sheep Pelts Very Strong

Shearling and fall clip markets very strong in big packer circuit, but only fair for smaller packers. Sellers of big packer merchandise get \$3.45 for their No. 1 shearlings and \$3.70 for their fall clips, for Mouton purposes. Other selections selling steady when available. No. 2 shearlings at \$2.30 and No. 3's at \$1.80. Pickled skins unchanged around \$16 to \$17 per dozen, according to quality, for big packers.

New Zealand Auction

At the sixth and final New Zealand sale, 97 lots were offered comprising 22,659 3/12 dozen sheep pelts and 78,745 8/12 dozen lamb pelts. North Island sheep ranged from 120-157 shillings, equivalent to \$18.31-23.65, and averaged 143/11 shillings, equal to \$21.72. South Island sheep ranged from 112-145 shillings, equal to \$17.16-21.88 and averaged 131/2 shillings, equal to \$19.92. All sheep ranged from 112-157 shillings, equal to \$17.16-23.65 and averaged 137/9 shillings, equal to \$20.85.

North Island lambs ranged from 74-93 shillings, equal to \$11.16-13.90 and averaged 86/2 shillings, equal to \$12.91. South Island lambs ranged from 76/6 to 97/6 shillings, equal to \$11.52-14.54 and averaged 90/1 shillings, equal to \$13.47. All lambs ranged from 74-79/6 shillings, equal to \$11.16-14.54 and averaged 88/11 shillings, equal to \$13.30. Dollar equivalents are c&f. including 2½% commission, basis \$2.80 to the pound.

Goatskins Balky

Markets continue stalled as tanners resist higher prices. Last week's prices have firmed again due to European buying and currency exchange fluctuations.

Amritsars 1200 lb. held at \$12.00 per dozen, c.&f. with some shippers asking \$14.50 for 50% extra large and 50% large. Southern India Coco-nadas and Deccans firm at \$12.00 and up for 1.70/1.80 lb. sea salt cured skins. Genuine Batis held at \$16.00, Addis-abebees at \$12.00. Berberahs at \$13.00 and Hodiedahs at \$8.50 for 1.25 lb. skins. Kenya and Tanganyika goatskins mixed. Some shippers ask \$14.00 for 1.00/1.05 lbs. 30/50/20

skins; others \$12.50. Trading slow. Red Kanos goatskins well sold up; no offerings.

Deerskins Slow

Not many offers of Brazil "jacks." In the few instances they are made, sellers ask 72c FOB; buyers slow to meet. Last trading basis at 70c FOB, basis importers. Shippers, however, show little inclination to reduce prices. Sellers reported to have other outlets, probably Europe or local tanners, as they certainly are not accumulating skins.

Manaos and Para "jacks" have sold on basis of 79c ex-dock while a lot of Maranhao "jacks" went at slightly better than 72c fob., basis importers. Shippers asking from 72-75c fob., basis importers on limited offers and market is considered firm. New Zealand deerskins sold around \$1.00 per lb., basis importers.

Pigskins Limited

Fulton County buyers showing definite price resistance to the advancing markets. Manufacturers claim they have not felt the increase in price of gloves and are therefore unable to pay advances asked for leather. At the same time, most selling quarters state they have difficulty in locating offers of Manaos or Para peccaries. Europe reported operating and paying prices which shippers feel could not be obtained here. Some offers of Maranhao grey peccaries at \$2.20 FOB and Ceara grey peccaries at \$1.90 FOB, basis importers. Peruvian grey peccaries selling at \$2.45, and Bolivians at \$2.20, basis manufacturers. No late offers of Chaco dry carpinchos or wet salted capivaras.

Some offers Manaos grey peccaries at \$2.40 fob., basis importers as against buyers ideas 10c less. Last confirmed sales at \$2.35 fob., basis importers. Relatively few offers of Para peccaries. About 1,500 Maranhao grey peccaries sold at \$2.10 fob., basis importers.

Dry Sheepskins Stronger

Hair sheep markets have firmed up considerably with sales of Brazil cabrettas at \$15.00 per dozen, c. & f., basis manufacturers. Shippers report very little material available. Cape glovers have also firmed up and sales noted at \$21.00 per dozen, c.&f., basis manufacturers with the usual allowance for seconds, etc. Additional quantities could be sold but shippers talking higher and not making many offers.

Nigerian market has also firmed up following late sales with shippers now talking 62c per lb., basis prime Kanos and not many offers made. Other descriptions of hair sheep also firmly held

but most quarters report difficulty in obtaining offers.

Reptiles Lag

While no official announcement has been made, trade reports indicate importers have won their case regarding removal of the 10% duty on bark tanned snake skins. However, as the government has the privilege of appealing the decision within sixty days, nothing can be done until after that date.

Trading of late at a minimum; buyers claim a dearth of offerings during the past few weeks. Some agents say they could obtain 97-98c for Madras

bark tanned whips, 4 inches up, averaging 4½ inches, 70/30 selection and close to 80c for cobras, 4 inches up, averaging 4¾ inches, 70/30 selections. One offer was noted of 5,000 each whips, cobras and vipers, all combined at 87c with the cobras and whips running 4 inches up, averaging 4½ inches and the vipers averaging 5 inches, 70/30 selections. Some reports late sales at \$1.00, 75c and 45c, respectively. Some interest in wet salted Calcutta ramgodies at 12c an inch for 9 inches up, averaging 12/13 inches, 75/25 assortment but shippers claim stocks are scarce and price is too low.

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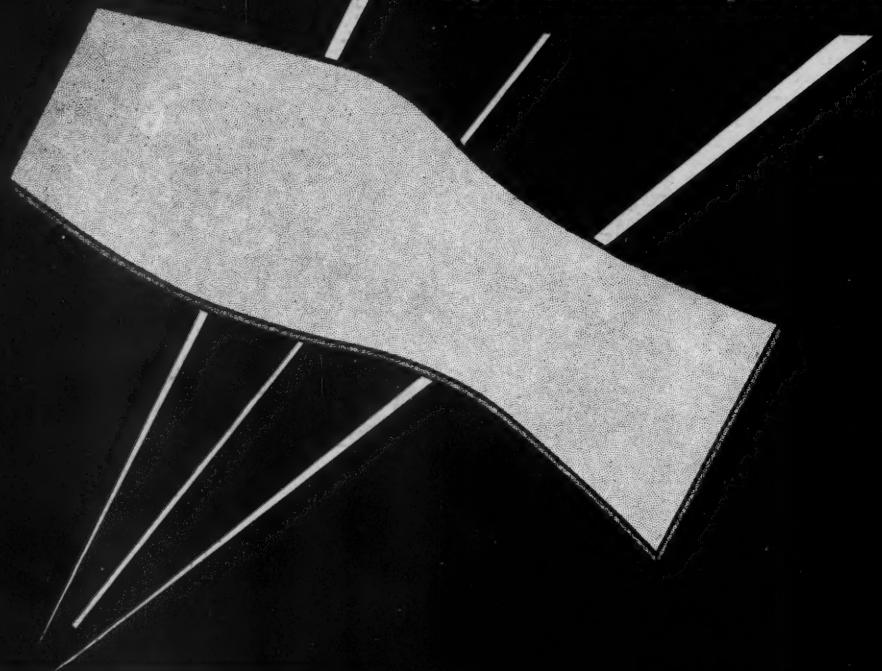
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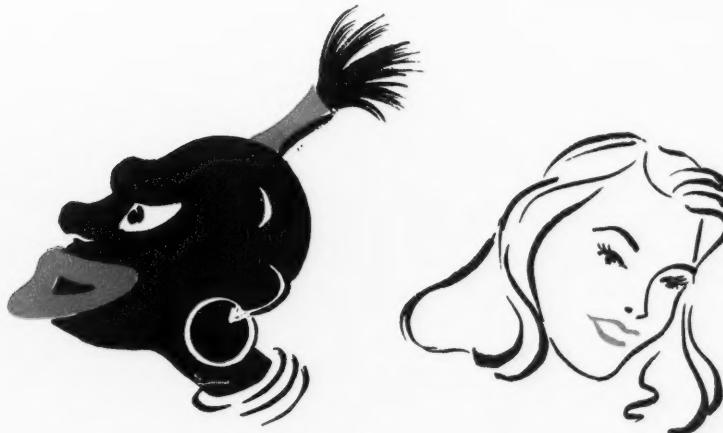
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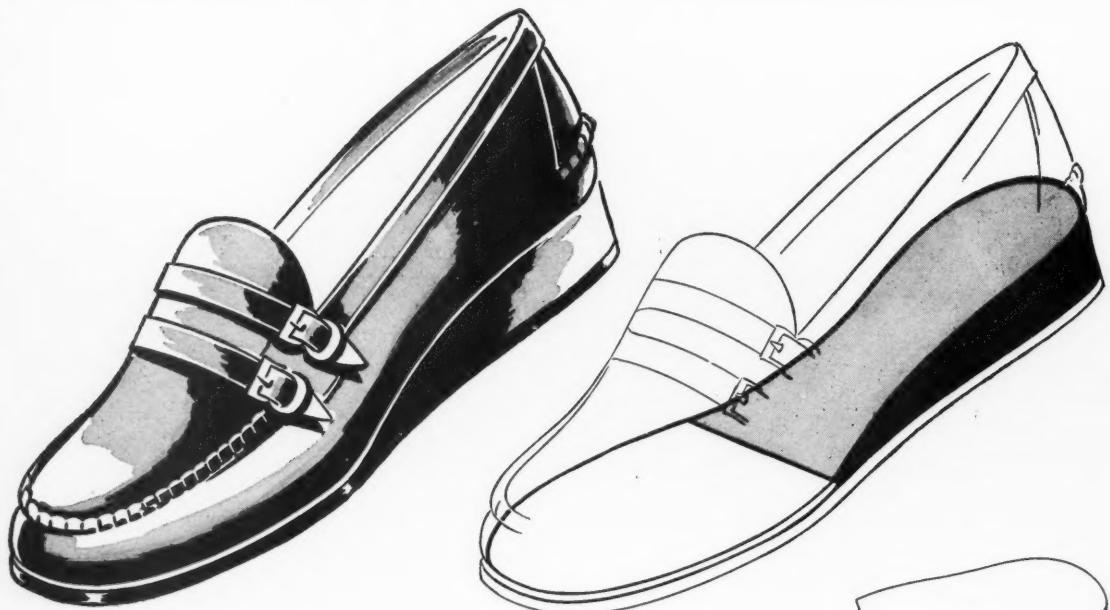
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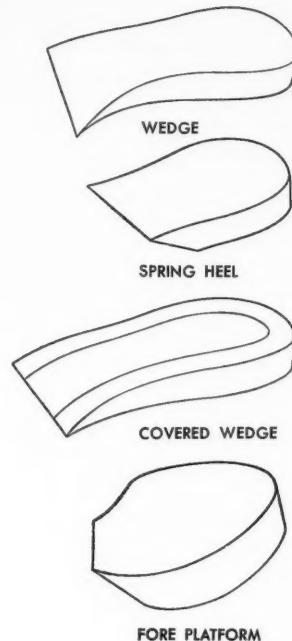
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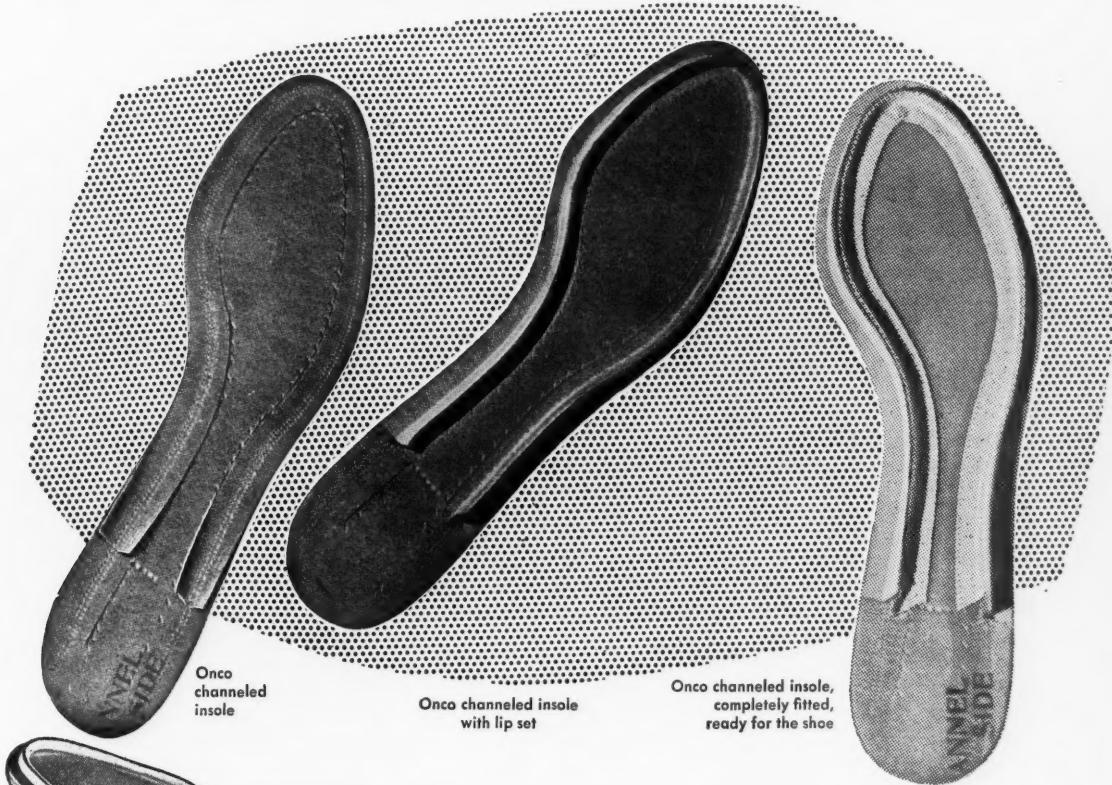
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Publisher: Elmer J. Rumpf
Editor: William A. Rossi

Art Director: T. G. Russell
Prod. Manager: Paul C. Tedford

CONTENTS

	Page
PLUNGING PUMP LINES , by Frances Famolare, Boston: Reasons why the curvaceous pump is tops for Spring	88
FLIPPANT FLATS , by Holden & Quick, New York: Fresh, pert touches to create a new look in flats	89
LOW AND LOVELY , by Nick Gardner, Boston: Accentuating the new versions in Spring flats	92
HIGH AND HANDSOME , by Nick Gardner, Boston: In contrast, a bevy of smart high-heel, high-style models	93
SANDALILTS , by Jean Brock, New York: A refreshing fashion approach to the ever-popular sandal	95
RUGGED BUT COOL , by Joyce Forbes, New York: The mesh has caught on with the boys, too	96
LITTLE MISS CASUAL , by Joyce Forbes, New York: That grown-up foot look is so important to the little misses today	97
BEAU APPEAL , by Salvadore Style Studio, New Rochelle, N.Y.: It's surprising what exquisite effects can be achieved with bows	98
SPRING TWO-TONES , by Jewett Shoe Patterns, Brockton: Contrasting effects will be a men's highlight for Spring	100
SUBTLE STRAP MAGIC , by Al Lewis, New York: Experience and ingenuity twist new designs in straps	101
CAUGHT IN A MESH , by Mel Snow, Milwaukee: In the men's field, the mesh shoe will dominate the Spring picture	102
CLOSED-TOE SANDALS , by Alice McCallister, St. Louis Shoe Stylist: The closed toe on sandals is a rapidly rising fashion note	103
FROU-FROU ON THE SIDE , by Johnie Walsh, St. Louis: Beautiful and ingenious side treatments creating distinctive and original styles	104
INDOOR GLAMOUR , by Lesle DeMallie, New York: Demonstrating how to glorify the "house slipper"	105

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LEATHER and SHOES, The International Shoe and Leather Weekly, Aug. 26, 1950, Vol. 120, No. 9, published weekly (one additional issue during December) by the Rumpf Publishing Co., 300 West Adams St., Chicago 6, Illinois. Cable address: HIDELEATH. Subscription price: United States, \$5.00; Canada, \$6.00; Foreign, \$7.00. Single copies, 15c; back copies, 30c. Entered as second class matter Jan. 19, 1948, at Chicago, Ill., under Act of March 3, 1879. Additional entry at Boston, Mass.

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These are the more important women's dress shoes you'll see for Spring. Open-up pumps and sandals, the vamps as low as possible for good fit. Pumps very curvaceous. And lots of off-sided treatments. Strippings continue important, but look for more mesh and lattice treatments. Where vamp is extremely low, toes and backs will be closed, shanks open. These shoes flatter the foot by minimizing size.

In casual and sport types, Spectators are the center of talk. Looks like the Spectator will make a big comeback. With conventional or fancy tip and foxing, and some collars or trims. In brown and white chiefly. Big changes coming in moccasin types. Trend away from oxfordy moccasin, and strongly toward opened-up appearance via mule-type shanks, scooped-out-effects, slingbacks and open quarters, and use of more straps. The moccasin look will be retained only in the vamp.

Cordovan leather is newest feature in casual field. Look for it chiefly in 16/8 heel. And fancier flatters, up to 12/8, with closed toe and back, open shanks, stripping effects on vamp. Casuals in marlin straw getting lots of sampling. Walled lasts, open back, tip and fox treatment, aprons or tongue effect in front, elasticized or with goring, extension soles, and on 14/8 to 18/8 cuban heel. Some very interesting models being made on these. In general, Spring casuals will be highly colorful.

Mesh and spiderweb effects expected to be terrific for Spring. For instance, look for allover black mesh (except for leather toe and back, and perhaps some trim) as one popular model. Delicate and beautiful and foot-flattering. Especially in lower heels, with open vamp. Veil effect.

Fabrics should have best postwar year in '51. Have been on the upbeat, anyway, but given added impetus by leather prices. Velvet has been phenomenal, is expected to carry through for Spring. Others destined for a good season: shantung, linen, simulated straws. And--hold your breath--gabardine may surprise everyone with a comeback. Lots of talk, some sampling. In the better grade shoes, fabrics will be used more as a matter of choice rather than due to leather prices.

Lizard the big news in reptiles. Coming in a variety of pastels and brilliant high shades--in lemon, red, vivid green, blues, and several shades of orange. These particularly adaptable to light, sandalized patterns. And lizard trimmed with velvet or other fabrics is news, or with patent. In snakeskins it's black, or black and white combinations.

In kid the neutral shades are leading: from off-white and platinum through the beiges and into the toasty tones and darker greys. Black-and-white tones look good, along with rust hues. And bronze kid is something to be watched. Patent will be prominent in trim or combination effects chiefly. The plain, overall patent pump shows no signs yet of regaining prewar popularity, though many of the smart lattice treatments and strippings will be done in patent. Calf will shine in black, navy and bright red, in that order.

Vamps are dipping lower than ever. Shells are extreme. Problem is to keep the vamp very low while at same time providing good fit. Lots of mesh will dominate the vamp. Mesh gradually replacing strippings and cutouts here, though latter will still be very important on vamp.

Deep-cut throats are another dominant feature. New is the "egg-shaped" throat, more oval than the V throat, and deeper cut at the sides. These will make different looking pumps. The square, V and round throats all will be in demand, straight or offsided. Selection of throats is optional, adapted to the design of the shoe as a whole.

The open or scooped-out shank continues strong. Curvaceous mule lines, symmetrical or asymmetrical. These lines accentuate the popular silhouette appearance. Some talk of high-riding fronts--but used only when the vamp, sides and back are open.

Newest note in backs or quarters is the low-cut back over which is an anklet strap to keep the shoe attached to the foot. A sort of shell line transferred to the back of the shoe. There continues to be a leaning toward unusual quarter treatments, but as yet no mass movement in volume footwear, though more in better grades. Wraparounds still quite important, though insistent demand for new versions.

Strippings may see their last good season for a long time. They've passed their peak, though still popular. However, just about every conceivable version or treatment has been used, and the day of reckoning draws near. Straps continue to be narrow, resembling strippings, and just about any new version of strap treatments draws interest.

Some talk of soutash treatments on heels, complemented by similar treatments in front. Almost wholly in the higher grades. Interest in dress footwear focuses mostly on the 20/8 to 23/8 heights, but as usual biggest volume in 17/8. Cubans and built-up leather heels are declining. Flats dominate the field in casuals and for the younger women or teen-agers. But

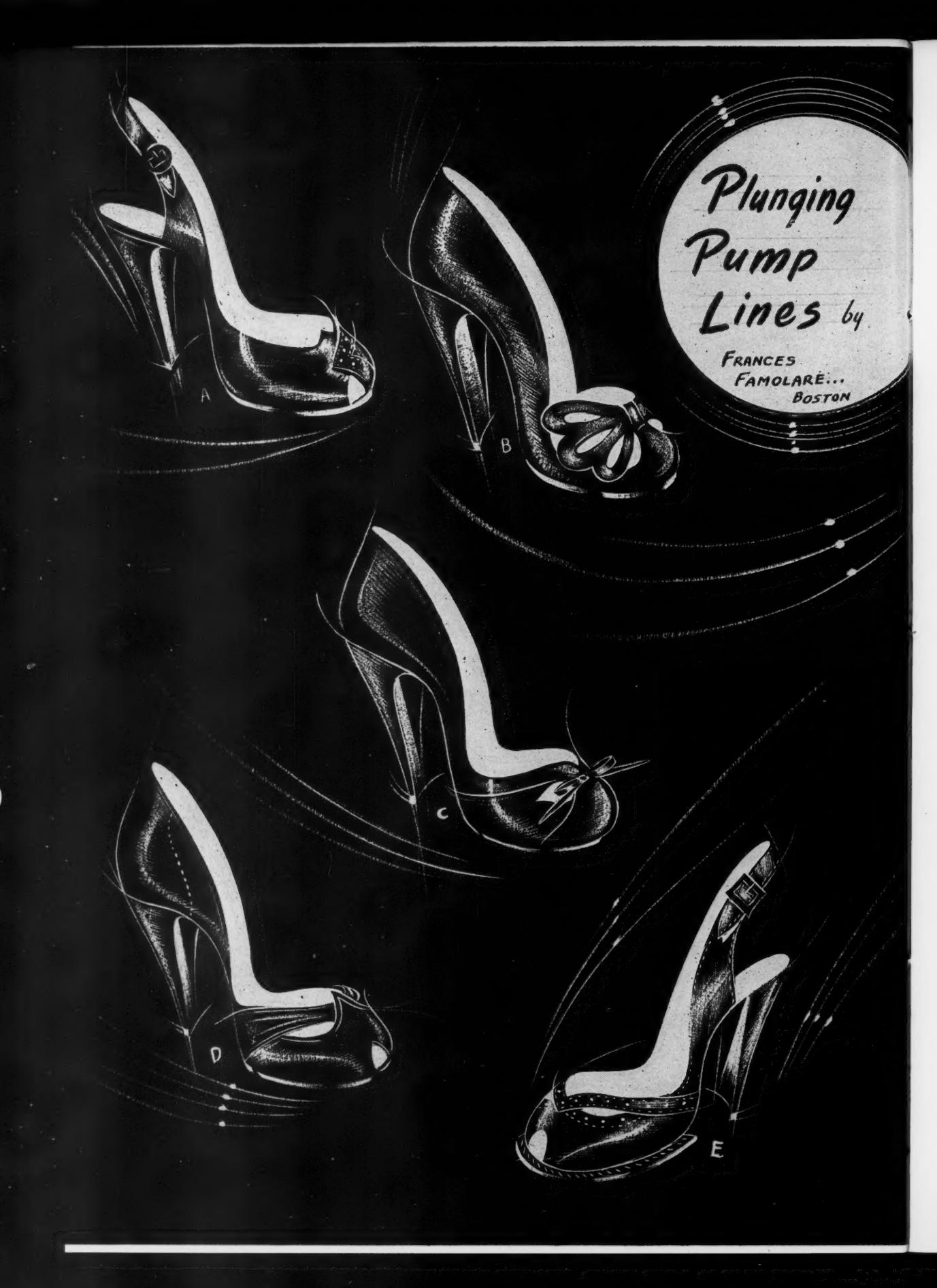
(Continued on Page 105)

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Plunging Pump Lines

by
FRANCES
FAMOLARE...
BOSTON



There is exquisite grace to the deep, plunging lines of the new Spring pumps, as revealed by these handsome original designs by Frances Famolare. Note that while the body of the shoe emphasizes a simple, nude contour effect, contrasts with tasteful ornamental treatments are created around the vamp to achieve the smart silhouette footwear in strong demand for Spring.

- A. Curvaceous slingback with peaked vamp using envelope effect.
- B. Oversized bow highlights vamp on babydoll last.
- C. Graceful babydoll with perky shoestring bow pulled through teardrop cutouts.
- D. Deep-cut sidelines, with drapes extending from peaked vamp.
- E. Deeply contoured slingback with extension sole, vamp trim of perforated striping.



Here are four flats, each in sharp distinction to the others, that fall ideally into the patterns that will be in demand in flats for Spring. In three of them the extension sole plays an important role, in compliance with the rising demand of this feature in the newer models coming along.

- A. Twin broad straps and fringe give sprightly look to sturdy sport shoe.
- B. Contrasting collar and vamp overlap on casual flattie.
- C. Two-tone spectator flattie using finger gore.
- D. Asymmetric strap with open shank on inside only.





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Low and Lovely

by NICK GARDNER
(QUALITY PATTERN CO.)
BOSTON



- A. Sabot strap, gore adjusted on inside, buckle treatment outside.
 B. Scooped-out shell pump with center buckle, 6/8 heel.
 C. Shell, low-cut back with new wrap-around version.
 D. Wrap-around anklet with interlocking saddles on instep.
 E. Low-cut V throat; off-sided sabot (gore on inner sabot), with button treatment.



This quartet of autumn pumps emphasizes the graceful use of plunging lines with clever effects of design such as mesh inlay, or a small touch of draping, an off-sided button, or the attractive use of straps and saddles. The heels are 17/8 to 19/8.



- A. Deep scoop shell, wrap-around anklet with drape effect on toe.
 B. D'Orsay pump, off-sided treatment; mesh inlay with button.
 C. D'Orsay pump with off-sided strap and vamp saddles.
 D. Deep V shell pump, stripping instep treatment, lace center.

These five flats are smart in their simplicity, combining new touches for Fall — sabot straps, scooped pumps, wrap-arounds, off-sided treatments, and gore adjustments. Fall flats will use these features individually or in tasteful combination.



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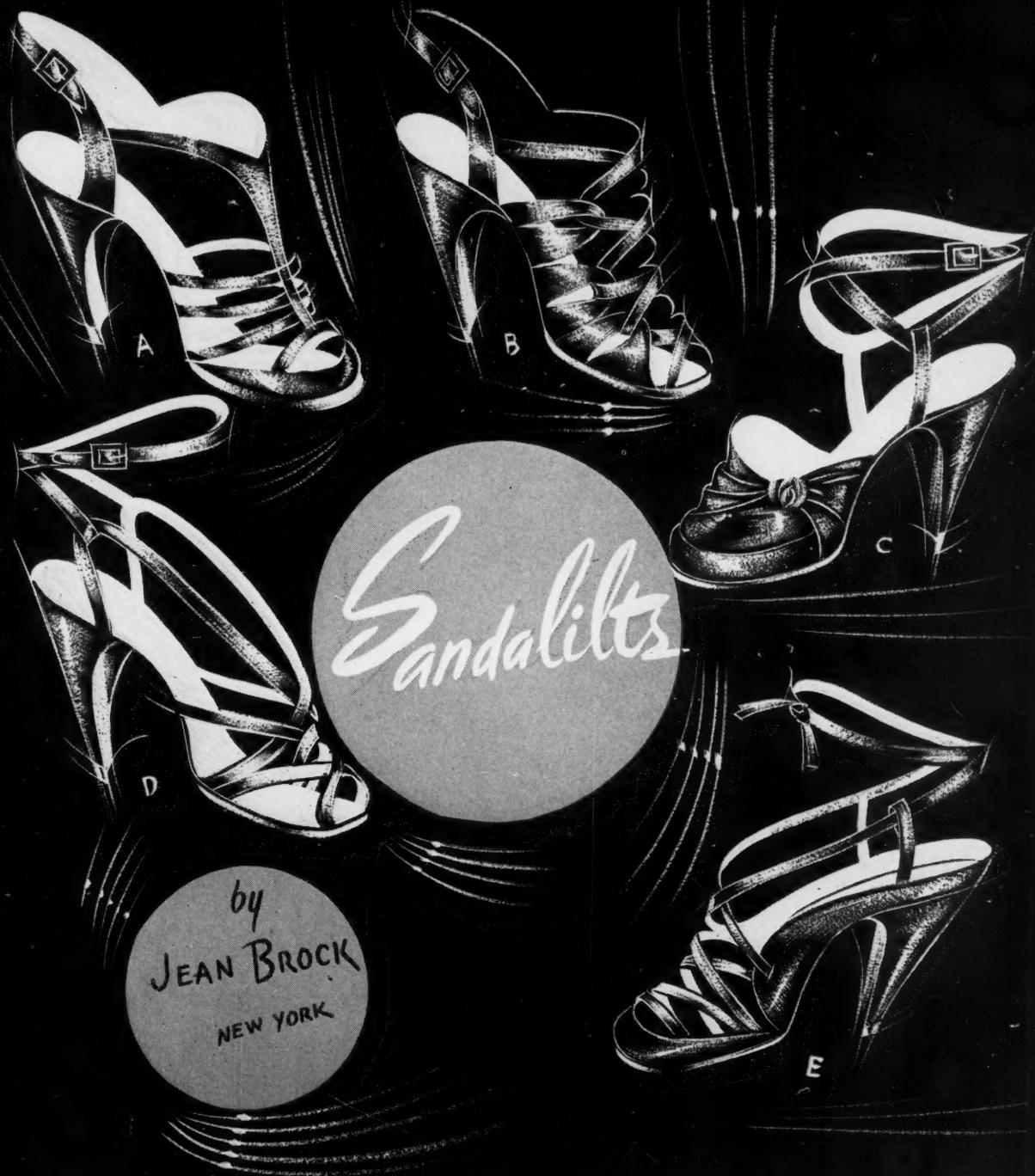
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The delicate, nude-look pump patterns will continue to dominate shoe fashions next Spring, as they have over the past couple of seasons. Here is a group of original pump sandals, each introducing a fresh and distinctive style note. Interest lies in the clever handling of stripping in both intricate and simple application to obtain a smart effect of femininity.

A. Wishbone sandal of stripping with new fashion version by use of disappearing illusion platform.

B. Stripping laced through cutouts forms basis for this unique sandal.

E. Unusual "illusion platform" sandal instep treatment accomplished with laced stripping forming ankle tie.

C. Offsided draped vamp blends nicely with this extremely low-cut heel on outside vamp only.

D. Low-riding cross strap sandal made light and airy by stripings.



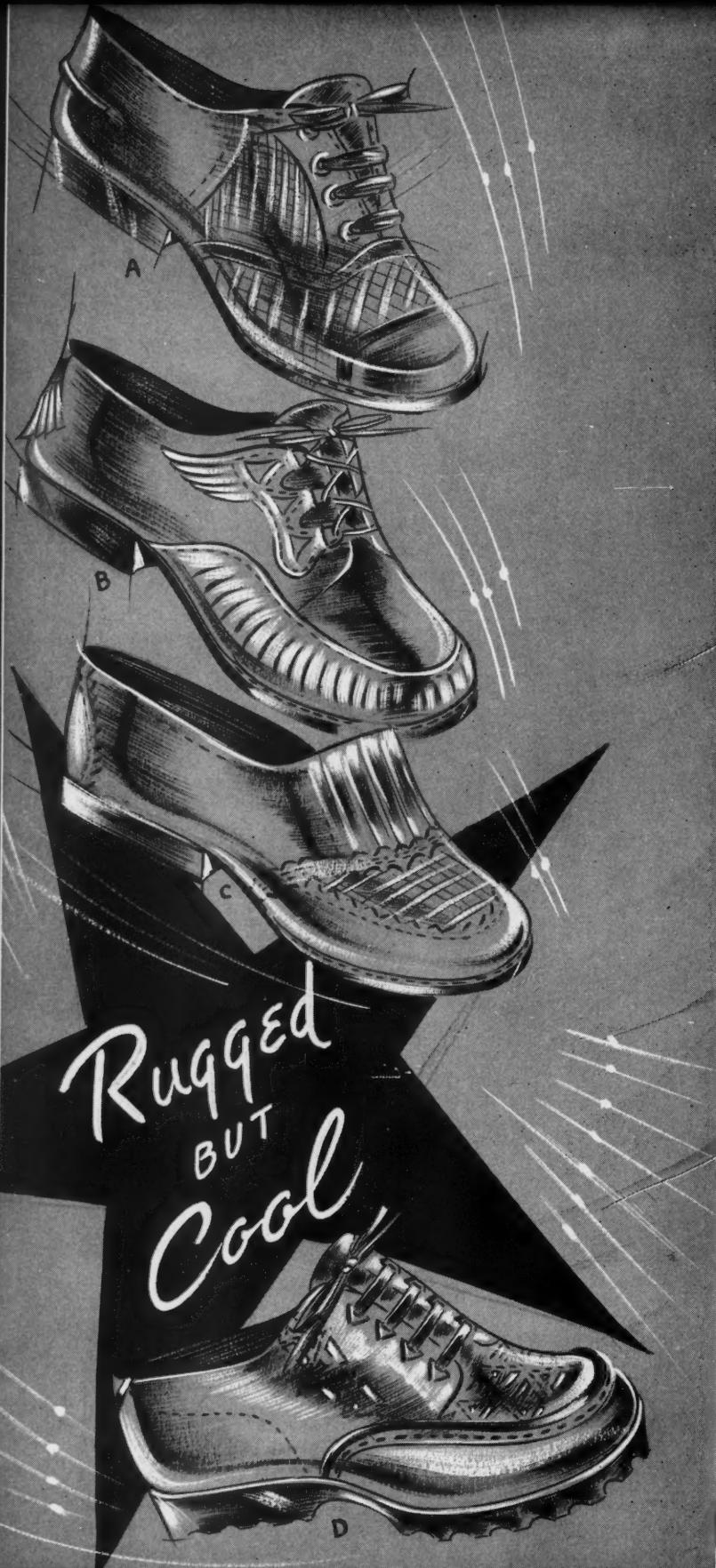
When Joyce Forbes joined the great chain of A. S. Beck Shoe Co. as Fashion Co-ordinator she gained a rare and invaluable experience for shoe designers. Here she viewed firsthand the whims and tastes of consumers, frontline consumer shoe problems, and the what-it-takes values in good shoe styling. With this rich background she later opened her own style studio in New York, where today she specializes in styling juvenile footwear, in addition to teen-age flats and women's sport and dress types.



- A. Ventilated oxford, folded tip and fox on walled last, with mesh vamp and saddle.
- B. Appliqued ghillie with large triangular cutouts and Indian feather head-dress motif achieved with slashed leather. Slab motif also in backstay and sole line for ventilation. Note D-rings.
- C. Stepin gore-adjusted loafer type; saw-toothed outline moccasin underlay of nylon mesh.
- D. Lug-soled shoe with Indian motif via perforations and heavy stitching. Moccasin is folded and stitched; triangular eyelets on lace stay.



- A. Modernized Mary Jane sling-back, off-sided effect. Flat grosgrain bow decorates shell-like vamp.
- B. Dressy sandal with delicate cross straps forming sabot gored on inside, adjustable outside buckle. Cutout on vamp gives grown-up off-sided effect.
- C. Smart ghillie with shell-like vamp and stripping around top-line forming mesh saddle.
- D. Crepe-sole loafer in bright red leather, rabbit-ear tongue and white stitching. Collar forms tab holding D-ring buckle adjustment.
- E. Open throat, two-strap with large teardrop to lighten vamp; scooped-out topline terminates in interesting backstay effect.



Little Miss Casual

BY
JOYCE
FORBES

BY
JOYCE
FORBES
N.Y.



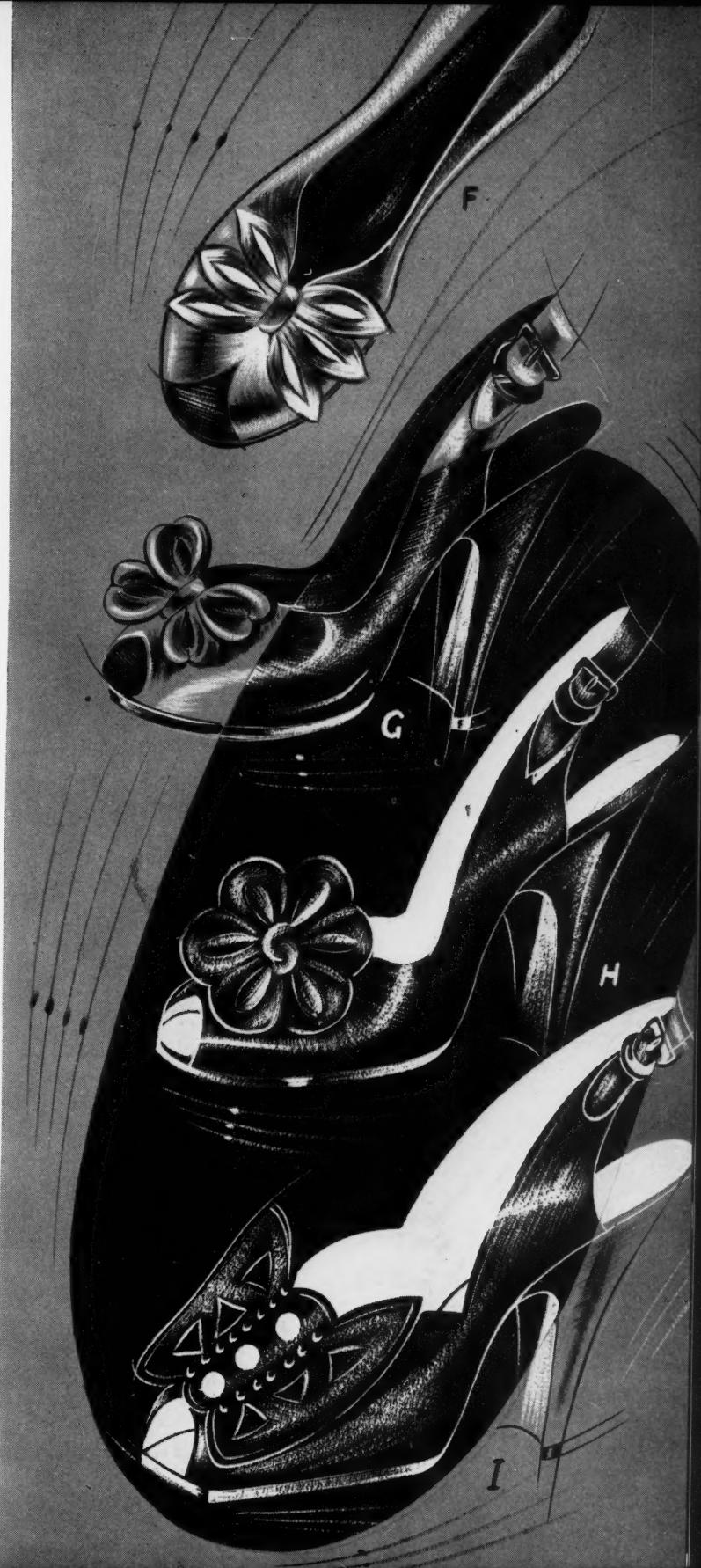
Beau Appeal

by SALVADORE
STYLE STUDIO
NEW ROCHELLE,
N.Y.

The ravishing silhouette occupies a prominent spotlight for Spring. It is featured with intricate but delicate and airy treatments which create smart dressiness, versatility and practicability.

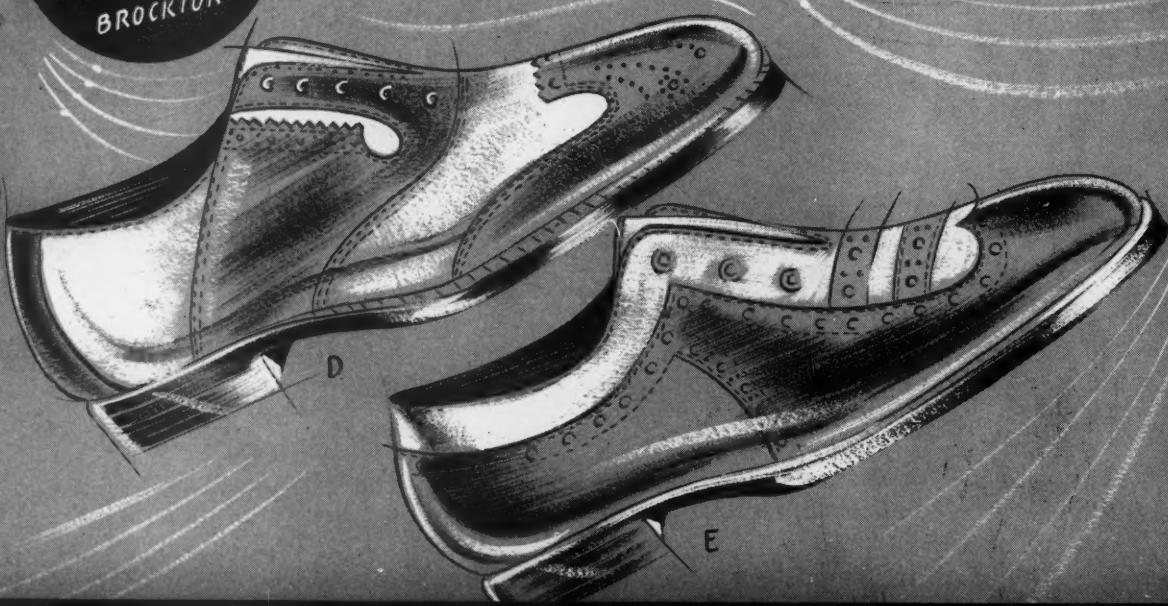
One of the accompanying features is the bow, also "opened up" in harmony with the over-all light-airy effect. The use of the bow on these shoes is beautifully illustrated here in a variety of lovely designs that add subtle touches of decoration to the simple and graceful lines of the shoe.

- A. Low shell, shoe in red calf, bow with white stitch.
- B. All over blue calf, with cutouts on bow.
- C. Low-cut shell pump; bow with cutouts and drape-like center piece.
- D. Allover brown suede walking shoe, built-up leather heel; brown suede bow with bronze nailheads.
- E. Blue suede vamp and quarter; blue snake vamp trim with cutouts on vamp.
- F. In allover blue suede; three-row bow with cutouts.
- G. Tan calf shoe with plunging side lines; rosette-like bow with cutouts.
- H. In allover black suede. Rosette bow is suede with cutouts.
- I. In black calf, including bow. Note porthole and triangular cutouts on bow.



Spring
Two-Tones
*

by
JEWETT
SHOE
PATTERNS
BROCKTON





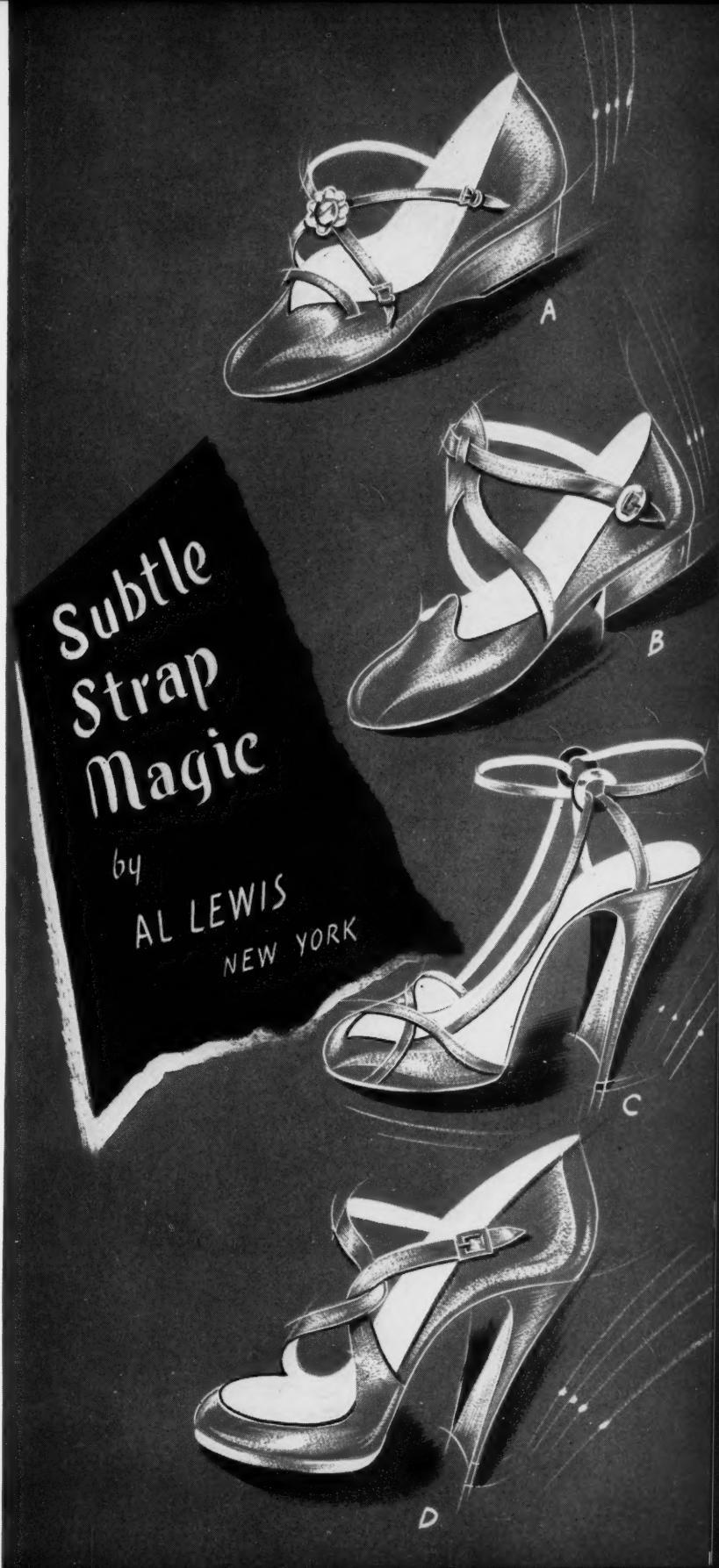
These brown-and-white combinations are destined for increasing popularity as the warm weather moves in. They combine the element of sportiness with dressiness to create a versatile kind of footwear good for town and country.

- A. Brown ankle collar with white quarter, vamp and U tip pinked and perforated.
- B. Different looking brown and white blucher oxford.
- C. Brown and white saddle oxford, boot back foxing and plain toe vamp with center medallion.
- D. Brown and white oxford, panel quarter, wing tip.
- E. U throat 3-eyelet oxford in brown; 2 perforated brown straps on white vamp.



That the strap can be truly a thing of beauty is perfectly demonstrated in these four designs. Here the strap takes on an identity of its own as the featured fashion element of the shoe. Models such as these graceful silhouettes will be up front for Spring.

- A. Unique strap arrangement with petal loop, using ornamental adjustable buckles.
- B. Low-cut shell, spring heel, and "different" wishbone T-strap.
- C. Strap silhouette with gold ring adjustment.
- D. Offsided entwined strap on low-cut shell pump.



*Caught
in a Mesh*

by MEL SNOW
Milwaukee

← **T**here are no signs of men's cool mesh footwear declining in popularity in Spring-Summer footwear. The demand continues—and thus here are four new and original styles featuring mesh treatments.

A. Casual type, high-riding front with side slash gore and mesh vamp.

B. Brogue style in staple pattern, mesh vamp extended to sides.

C. Casual - loafer type with unusual four-eyelet laced front, mesh vamp.

D. On walled last, while upper accentuates pinking and small perforations. Vamp is nylon mesh.

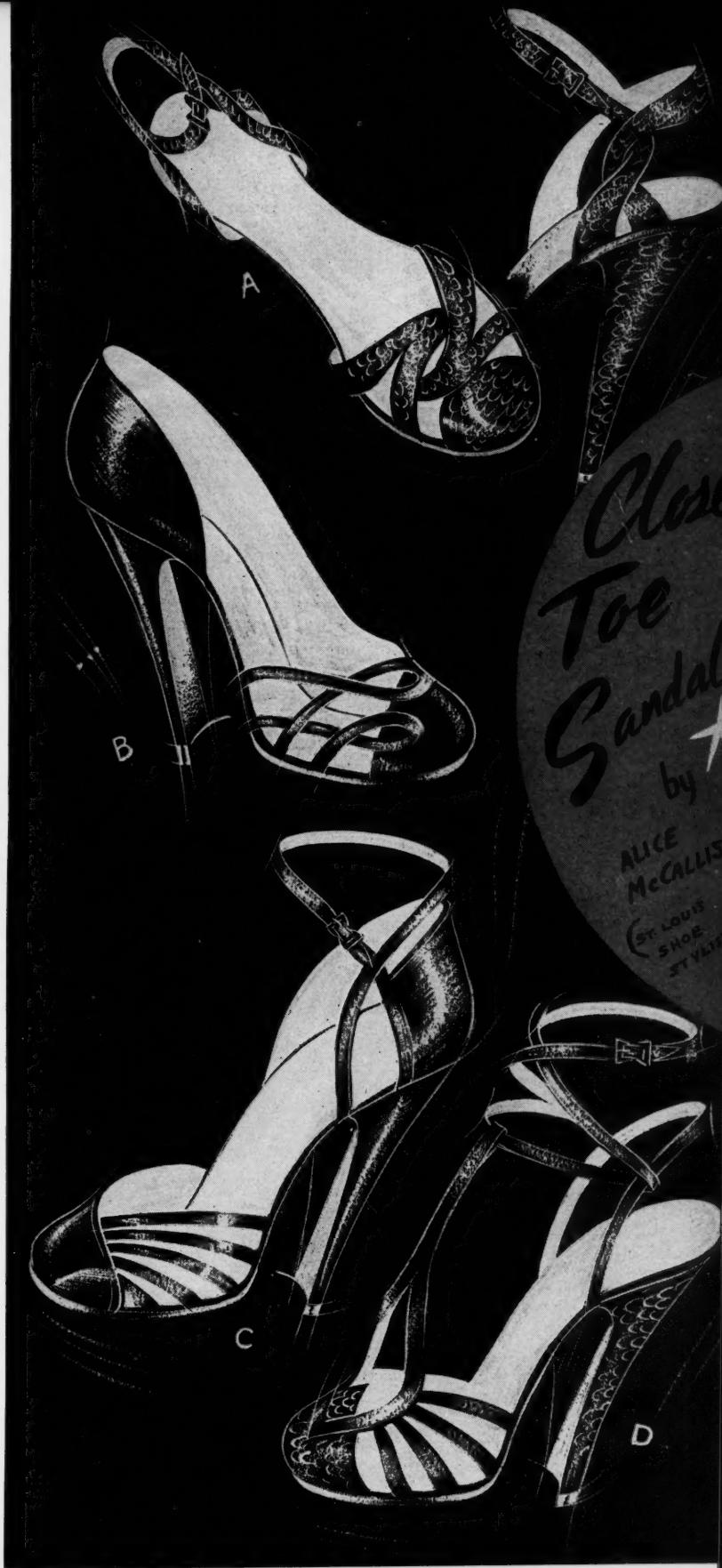
→ **S**hoe fashions have been trying to return to the closed look, but women still demand the light-and-airy look. So a compromise has been reached—the closed toe but very opened up elsewhere in the shoe; or asymmetrical treatments, closed on one side, open on the other. For the beautiful effects we have these four models as ideal examples.

A. Multicolored snake-skin, in fuchsia, turquoise and yellow. Detail of quarter appears on outside only.

B. Royal blue suede sandal, closed on inside, light blue suede stripping giving open look on outside.

C. Natural colored silk shantung with luggage tan calf stripping and heel. Asymmetric strap fastened to outside quarter. Vamp repeats off-sided look.

D. T-strap anklet with closed toe tip, heel of dark red snakeskin, rest of shoe in black suede stripping.





FROU-FROU ON THE SIDE

by

JOHNNIE WALSH
(CAMILLE DESIGNS, INC.)
ST. LOUIS





These sketches show what handsomely unique effects can be achieved with off-center treatments through attached ornamentation. These shoes are beautifully high-styled in four distinctive ways to enhance the individuality required in fashionable clothes for fashionable women. Note the distinctive use of the drape, stripping and snail-shape to create an unusual off-sided effect.

A. All-over "Sea-sand" in smooth kid. Note drape effect and center knot.

B. Sea-sand suede vamp, quarter and heel. Kelly green kid stripping covering thin wire to permit variation of design.

C. Sea-sand suede with red piping.

D. All-over blue calf with white stitching.



After intensive apprenticeship in the shoe center of Rochester, N. Y., Leslie DeMallie came to New York in 1917. There he designed shoes for such screen stars as Mary Pickford, Neda Naldi, Gloria Swanson, Bessie Love and others. In 1932 he opened his own styling service and pattern shop. His long experience and distinctive creative ability fast won him a host of clients. Today he serves more than 60 different factories throughout the country.

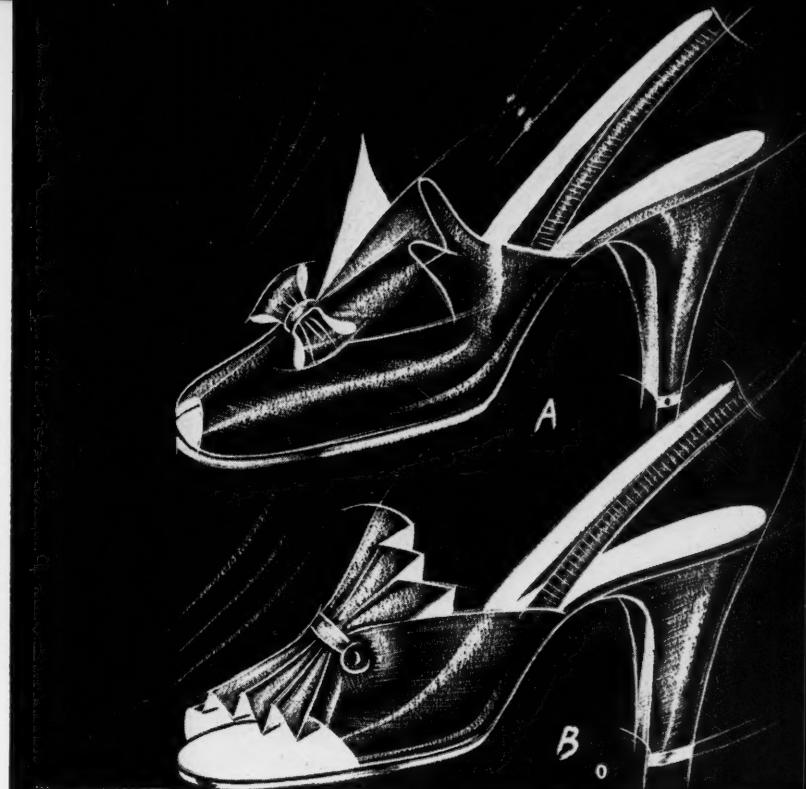
The conventional house slipper is as extinct as the dodo bird. Style has an "indoor" appeal for fashion-minded women—and what woman is not? And so it's indoor footwear—colorful, comfortable and stylish, designed with an eye to pleasing the feminine demand for fashion and the foot's demand for comfort.

A. V-cut instep with pleated effect, highlighted by vamp bow.

B. Fan-like pleats on instep and vamp, exaggerated open toe.

C. Off-sided pleated effect, broad comfortable toe.

D. Smart off-sided pleat treatment with vamp overlay, high-riding front.



INDOOR GLAMOUR

by LESLIE DE MALLIE

NEW YORK



STYLESCOPE (*Continued from Page 86*)

with the 25-and-over group the flat is losing appeal. Wedgies in a 7/8 to 14/8, on a walled last, look like a strong probability.

Ornamental effects will center on small nailheads--in bronze, black, gunmetal or gold. These look like beads, will be arranged to form a design on the vamp, throat or trim. Also, iridescent beads, and flat nailheads on platforms. Buttons are also holding their own. Likewise with rhinestones. Bows will be smaller, centered or off-sided, and more of them with contrasting trim effects.

Gore types will be the big Spring feature in men's shoes. Side, finger, hidden and sleeve gores. Mostly sleeve gores in the better grades, side and finger gores in the cheaper grades. And look for floating instep saddles. These gore types will be in the dressier loafer types. Many will carry mesh vamps, some with mudguards, and the U-wing tip.

In the "ventilated" class the mesh shoes will dominate. Will be in blucher and bal types, used both on vamps and quarter panels. The perforated shoe has shown a sharp decline, may die after another season, due to strong inroads of mesh types. Woven shoes have also passed their peak, but demand will be substantial for at least another season. Woven types, however, will use more gores, tend toward slip-on patterns.

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Men's dress footwear continues to move toward lighter types and treatments. Not featherweights, but definitely away from the bold and heavy types. Fittings are much lighter, plainer edges, lighter stitching. Less pinking and perforations, smaller eyelets, lighter wheeling and soles. Younger men will still demand shoes akin in pattern to the bolder types of a couple of seasons past, but will settle for a compromise.

Mudguards, especially with mesh inserts, will be prominent. U-wing tips catching interest everywhere. Lasts have lightened up at the toe particularly, and walled lasts are still good. The trend is away from heavy moccasin seams, the moccasins falling more in the lighter loafer class. Tan-and-white combinations look better for next Spring than in many seasons. And keep an eye on the one- or two-eyelet softie in glove-like leathers, and with thin crepe sole. There may be some shying away from heavy rubber and crepe soles, due to skyrocketing rubber prices.

Men's shoe retailers expressing some impatience with conventionality in most men's shoes. "You can't merchandise stale styles," said one, expressing the gist of general feeling. The gripe is that it's still very difficult to create extra-pairage sales in the men's field because there aren't enough style differentials in footwear to push. "Ventilated" types helped some to create seasonality change. But what's coming up to take the place of the ventilated shoe?

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WOrth 4-1680

LEATHER SHOW EXHIBITORS

Who will show and what will be shown

A TOTAL of 92 members of the Tanners' Council, a new record, are exhibiting at the 36th Official Opening of American Leathers, held September 6-7 at the Waldorf-Astoria, New York.

Following is a list of exhibitors, together with the colors, grains and other features for spring and summer to be displayed. Booth numbers appear in parentheses, and representatives in attendance are noted below each company listing.

Acme Leather Co., Inc. (105). All weights, regular, extreme and kip; Elk and smooth in Cherry Red, Green Pepper, Golden Wheat, Cognac Brown, Turftan, Cafe Brown, Admiral Blue, white, black, Buttercup Yellow, Irish Green, Tartan Tan, American Burgundy, Cherrytone, Town Navy, Golden Harvest, Barkbrown, Canyon Sand and Rocky Tan.

In attendance: Harry Remis, Abraham Lerner, Harold Tine, Jefferson Bender, Gus Bischoff, Paul J. Gerwin, F. J. Kelley, Don Stephens and Messrs. Anton and Ingraham.

Agoos Leather Companies, Inc. (76). Agoos Doeskin suede in Eggshell Blond, Airway Grey, Maple, Admiral Blue, Simbad Blue, Cafe Brown, Coppertone, Burma Brown, Basque Red, Green Pepper, Irish Green, Solar Blue, Buttercup Yellow, Icing Blue, Sugar Pink, Cream Pistache, black and white Agobuck.

In attendance: L. E. Rosenburg, F. J. Guilfoyle, G. D. Sart, R. Rosenthal, W. G. Murdock, S. Farkash, M. Farkash, H. Farkash and J. N. Griffith.

Allied Kid Co., New Castle Division (4). Glazed Kid in Cafe Brown, Rose Taupe, Cone Brown, Bayberry Grey, Cliff Rose, Green Orchid, Buttercup Yellow, Mango Tan, Mariposa, Eggshell Blond, Magnolia, Briarwood, Cigarette, Sagebrush, Lilac, Violet, Zinnia, Mignon Green, Irish Green, Desert Lily, Basque Red, Hibiscus Red, Bluebonnet, Columbine, Lupine, Admiral Blue, Sailor Blue, Orange Poppy, Melon, Laurel, Arbutus, Fuchsia, white and Black Shadow. Maracain in Coppertone, Cone Brown, Buttercup Yellow, Mag-

Exhibit Committee

- Dan Hickey, Chairman, Surpass Leather Co.
Frederick J. Blatz, Amalgamated Leather Cos., Inc.
Milton Hubschman, E. Hubschman & Sons, Inc.
Frank R. Lemp, Armour Leather Co.
George H. Mealley, The Ohio Leather Co.
Robert J. Mellin, A. C. Lawrence Leather Co.
Joseph W. Macpherson, John R. Evans & Co.

Tanners' Council Colors Committee

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Frederick J. Blatz, Amalgamated Leather Cos., Inc.
Felix Carr, Carr Leather Co.
Rudolph Correll, Hermann Loewenstein, Inc.
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James F. Donovan, F. C. Donovan, Inc.
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James T. Gormley, B. D. Eisendrath Tanning Co.
Louis Halle, Diamond State Tanning Co.
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Rolland L. Jensen, Fred Rueping Leather Co.
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Max Kornreich, R. Neumann & Co.
Frank R. Lemp, Armour Leather Co.
Philip I. Light, American Hide & Leather Co.
J. W. Macpherson, John R. Evans & Co.
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Robert J. Mellin, A. C. Lawrence Leather Co.
Frank H. Miller, G. Levor & Co., Inc.
George E. Poh, Barrett & Co., Inc.
Lester E. Rosenburg, Agoos Leather Cos., Inc.
Walter Ziegler, Hunt-Rankin Leather Co.

nolia, Sagebrush, Violet, Irish Green, Geranium Red, Blue Irish, Gentian Blue, Fuchsia, white and black. Linings in Cafe Brown, Cone Brown, Bayberry Grey, Eggshell Blond, Sagebrush and fancy colors.

Quaker City Division (4). Black glazed kid for men's and women's shoes and black waterproof linings.

McNeely Division (3). Glazed kid and Velvo in Cafe Brown, Beige Tulip, Admiral Blue, Basque Red and Irish Green. Tweed Kid in Beige Tulip, Basque Red and Irish Green. Glazed kid in men's colors: Golden Brown and Amber Brown.

Allied Kid Co., Standard Division (2). Suede and Glazed Kid in Hibiscus Red, Basque Red, Maple, Cafe Brown, Coppertone, Turftan, Tiger Lily, Solar Blue, Bluebonnet, Bluebell, Admiral Blue, Magnolia, Aster Beige, Linden Beige, Irish Green, Mignon Green, Bayberry Grey, Fuchsia, Arbutus, Zinnia, Orange Poppy, Melon, Sea Moss, Buttercup Yellow, Green Orchid and white. Glazed Kid also in Pom Pom Brown, Primrose Blue, Eggshell Blond, Violet; Suede Kid also in Sailor Blue and black. Linings in Sun Yellow, Adobe Pink, Frontier Parchment, Ocala Green, Desert Sand, Mojave Beige, Ledge Grey, Shale Grey and special waterproof lining in Ozark Brown. Slipper and Bootmaker Kid in Red, Light Tan, Burgundy, Tan, Green, Royal Blue, Blue, Gold and Yellow.

Sterling Division (3). Mello Colt colors for Resort wear in Orange Poppy, Magnolia, Arbutus, Eggshell Blond, Linden Beige, Sagebrush, Cigarette, Sailor Blue, Cyclamen, Basque Red, Hibiscus Red, Desert Lily, Buttercup Yellow, Bluebonnet, Hyacinth, Bluebell, Lupine, Mignon Green, Pink Azalea, Zinnia, black and white. These leathers are in kid grain and calf grain. Lacy suedes in 6 patterns in gold, silver, bronze gold or Monotone on all suede kid colors. Patent kips and sides in black and True-Blue "320." Patent Colt in Black, Gold (24 kt.) and Silver kid.

In attendance: Benjamin Simons, Joseph McCauley, Robert E. Binger, Edgar Loewe, Prentice McNeely, Saul Cohen, Herbert Agoos, Max Friedlander, Meyer Loewenstein, Max Nieman, Andrew Schoenberg, Matthias Campbell, Albert Huesing, John Spille, C. E. Hendricks, M. B. King, Helene O'Hara, Dorothy Campbell, Frank Spellman, Frank Lynch, Bert Lappen, John Mulroy.

Amalgamated Leather Companies, Inc. (34). All official colors in Charmozz suede kid; glazed kid; also "Soft Touch" hand-Boarded leather; a full line of kid linings; a complete line of genuine reptiles.

In attendance: Frederick J. Blatz, Edward C. Bunn, William Simpson, Earle B. McMullen, George J. Hoffmann, Thomas F. Dorritty, F. J. Kelley, William R. Becker, Elmer Froehlich, Gordon Kitchin, William Heatliez, Walter Merrewether, Harry Feller, Peter Nadeau, John Curran and Chris Curran.

Amdur Leather Co., Inc. (63). Elk sides, specializing in white Elk—kips, extremes and large; Chrome retan splits for hard sole California type shoes and slippers and street shoes; Slipper Splits in Red, Copen Blue, Navy Blue, Royal Blue, Light Blue, Grey, white, Beige and Reindeer; Upper Suede Splits in black, Navy Blue, brown and high colors; Ooze lining splits in Waterlily, Grey, white, and Beige; Chrome splits for all purposes: work gloves, finished, dope skiver grain, hand splits, play-suits and chaps, specialty splits.

In attendance: N. W. Amdur, S. G. Laties, A. E. Gitter, B. Alpers, R. LeCraw, H. Galpert, C. Allen, W. Grafe, Chase Kepner, K. Kepner, S. Liebman and G. Cumming.

William Amer Co. (47). Black glazed, satin and suede kid; brown, tan, and blue glazed kid.

In attendance: W. C. Hunneman, Jr., Laird H. Simons, Jr., Harry J. Kohout, E. N. Simons, Henry Noonan, C. Roy Fisher, and representatives from Mullins, Trowbridge & Co., George W. Newman Leather Co., Salomon & Phillips, R. L. Stiles & Co., Wm. M. Taggart & Co. and A. A. Wakeford, Inc.

American Belly Tanning Corp. (23). Side leather: Natural russet and tooling sides, colored novelty and handbag sides; Full grain bellies: Natural russet and aniline lining bellies, colored sandal and strap bellies.

In attendance: A. Dreher, M. Hadrada, H. Loeber, F. Goldman, K. E. Jesselson and H. W. Becker.



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American Hide & Leather Co. (65-66). Calf, sides and kips (Elk and smooth). Admiral Blue, Cherry Red, Green Pepper, Golden Wheat, Cognac Brown, Turftan, Cafe Brown, Irish Green, white and black for women's town and casual shoes; suede in Cafe Brown, Admiral Blue and black; Men's Colors in British Tan, Brown Oak, American Burgundy, Cherrytone, black and Canyon Sand.

In attendance: Carl F. Danner, Philip I. Light, John Bates, Clyde B. Rycroft, Richard W. Willmes, Charles Green, Philip MacDonald, John E. Rowan, Harry Getzov, Willard E. Jordan, John W. Daggett, George C. Scott, Roy G. Julow, Lawrence A. Nusser, Ray E. Walker and John H. O'Neil.

American Kid Co., Inc. (103). Suede kid in black, brown and colors; kid linings in Fawn, grey, Waterlily and pastel shades, also black; brown in waterproof finish. Slipper kid in all popular shades. Capeskins in red, blue, wine, brown and black. Gold kid—leaf-gold and laminated. Silver kid — laminated Elk and smooth sides, natural sole splits, suede splits, lining splits and flexible shoe splits.

In attendance: Herbert Gruskin, Louis Halle, Michael Gruskin, Robert S. Berman, George Granofsky, Victor Heartel, Harry Galpert, Al Galpert, Ray Larkin, Henry Halle and Otto Hasse.

Carl Antholz, Inc. (43). A complete line of snakeskins, lizardskins, alligator skins and all other reptilian leathers in all the leading colors.

In attendance: Carl Antholz, John Connolly, Robert P. Eberlein, Kurt Bier, and Don Stephens.

Armour Leather Co. (12). Side upper in Maison, Crystal, Bokide, Cossack, Ivory, Babuck, Skeet, Shebau Suede, Shewan, and Playpac.

In attendance: John Daley, John Hungler, Frank Lemp, Alva Walker, Jack Vilim and John Wiemann.

Peter Baran & Sons, Inc. (100). Genuine alligator leather in the latest spring shades.

In attendance: V. P. Baran, M. L. Baran, V. E. Krossa, S. S. Cohen, William E. Kelley, Edward M. Salomon, Anton Dietrich and S. Mihalik.

J. S. Barnet & Sons, Inc. (38). Thorobred, Barlite, Brawnie, Breton, Belmont, Barbuk, Glowella and Glowette Calf; Thorobred, Breton and Vinette Demi-Veals; Barnet Suede.

In attendance: Carl J. Barnet, Howard J. Barnet, Howard J. Barnet, Jr., Carl J. Barnet, Jr., James R. Barnet, Robert P. Eberlein and John G. Freeman.

Barnet Bros. Leather Co., Inc. (80). Alligators, Agra Lizards, Bengal Lizards, Calcutta Lizards, Philippine Ring Lizards, Java Ring Lizards, Boas, Pythons, Whipsnakes, Hooded Cobras, Vipers, and South American Ostrich in the latest spring colors.

In attendance: Wilbur C. Ashman and Ralph Rosenberg.

Barrett & Co., Inc. (83). Scotch, Hyland, Galloway and Llama Calf, Lasticalf, in all the official colors.

In attendance: Irwin C. Wehmeyer, Fred A. Lyons, I. E. Vitkin, George J. Gutjahr, George E. Poh and Hunter L. Barrett.

Beadenkopf Leather Co. (64). Blue and black; Suede kid in Cafe Smooth Kid in Cafe Brown, Admiral Brown, Admiral Blue, black and Irish Green; Lining Kid in Miami, Waterlily and Grey; Chestnut Brown Garment Leather.

In attendance: H. K. Dugdale, J. B. S. Holmes, T. A. Devlin, A. T. Devlin, L. Cahn, B. Biron, W. Schafstall, John Stroope and Ed Vollbrecht.

Beggs & Cobb, Inc. (92). Grain leathers in SnoBuck, Komfi Kip, Playtug, Winchester, Wedgemere, Durlee and Dress Smooth; Split leathers in suedes, ooze linings, slippers, Workshu, finished linings, No-slips, Dresshu, gussets and casuals. Women's Colors: Cognac Brown, Cafe Brown, Cherry Red, Irish Green, Admiral Blue, Eggshell Blond, Turftan, Playred, Grey Mist and Ginger-spice; Men's Colors: Redwood Brown, Brown Oak, Cherry Brown, American Burgundy, Golden Harvest and Barkbrown.

In attendance: G. B. Davy, Harry Keller, George South, Charles Wood, Robert Stitt and Miss Polly Drew; representatives from Arthur S. Patton Leather Co., Wm. B. Heald & Co., Strauss-Doerner Leather Corp. and Nelson-Roney Co.

The Bernard Co., Inc. (70). White Elk, colored kips, embossed leather and Peasac Silk kid.

In attendance: Paul L. Bernard, Sr., Paul L. Bernard, Jr., and John Gabriel.

Besse, Osborn & Odell, Inc. (11). Sheep and lamb leathers for shoe, novelty, hat sweat, industrial and military uses, including Natural Calfine for shoe and cowboy boot linings; chrome and combination tanned lambskin shoe linings in grey, beige and pastel shades; and hat sweat leather in brown and tan.

In attendance: Mrs. Mildred F.



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WHITE SUEDE
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SPLITS**

Besse, Miss Joan Besse, Henry F. Bufalino, George A. Treat, Frank H. Reed, G. Norman Bankart, E. E. Samuelson, John E. Doyle, Harold Wilder, Martin Schoenberg, J. D. Bartley, Russ White, John G. Mahler and Joseph B. Aylor.

Blanchard Bro. & Lane (41). Upholstery leather, russet leather, shoe lining splits, and flexible splits. In attendance: C. C. Gunterberg, S. B. Gay, George J. Belzel, Gerald Winant and E. S. Fitzgibbons.

N. Brezner & Co., Inc. (77). Smooth and Elk kips, extremes and sides in black, Army Russet, white, Burgundy, Ox Blood, Cherrytone, Redwood, British Tan, Buttercup Yellow, Admiral Blue, Pastel Pink, Navy Blue, Pepper Green, Grey Mist, Cognac, Town Brown, Cordovan, Cherry Red, Tawny Tan, Irish Green, Golden Wheat. Also finished splits and reptile printed side leathers in popular types.

In attendance: Nathan Brezner,

Melvin Snider, Jack Abrams, Jack Schweitzer, Robert Shuman, Maurice Fox and Lewis Ellis.

Burk Brothers (14). Glazed kid in black, blue, Burgundy, brown and red; black waterproof lining kid; boarded elk in Navy Blue, Burgundy, Irish Green, Cognac Brown, brown, yellow, Red Flame, black and white; Smooth Oxalene Cherrytone, Tartan Tan and Golden Wheat.

In attendance: Henry P. FitzPatrick, B. C. Carroll, Paul A. Jason, J. J. Connor, Wm. H. Grafe, Walter E. Hardtke, Joseph Hickey, Henry Stesk, John T. Quinn, Harry Terpstra, George Weldon and Wm. Westeling.

Carr Leather Co. (84). Women's suede calf in Maple, Admiral Blue, Solar Blue, Cafe Brown, Basque Red, Coppertone, Irish Green, Sailor Blue, Airway Grey, Eggshell Blond and black; Smooth calf in Admiral Blue, Cafe Brown, Cherry Red and Green Pepper; Men's suede calf in Forest Green, Admiral Blue, Slate Grey, Saddlestone, Desert Copper, Prairie Brown, Rio Brown and black.

In attendance: Felix Carr, Arthur Carr, James Burns, Leo Hamel and Emmett Keenan.

Colonial Tanning Co., Inc. (95). Patent leather in black, Admiral Blue, Cognac Brown, Cafe Brown, Pepper Green, Cinnabar, Buttercup Yellow, Irish Green, Cherry Red, Parkway Green, Sugar Pink, Pistachio, Solar Blue, Maple, Chaudron, Sailor Blue, Gunmetal, Basque Red, Playred, Misty Grey, Blue Pastel, Bronze, Copper, Turftan and Golden Wheat. Velka (Elk) side leather in Eggshell Blond, Gingerspice, Admiral Blue, Army Russet, Cherry Red, Pepper Green, Turftan, Redwood, Basque Red, Irish Green, Canyon Sand, Golden Wheat, white, black, Smoked, Claret Red, London Tan, Icing Blue, Turquoise, Sugar Pink, Aloha Pink, Buttercup Yellow, Spanish Gold, Lime, Tangerine and Cream Pistachio.

Colotan (smooth sides) in black, Sunny Tan, Admiral Blue, Cafe Brown, Cognac Brown, Cherry Red, Pepper Green, Turftan, Irish Green, Basque Red, Golden Wheat, Claret, Sailor Blue, Cinnabar and Navy Blue.

Suede splits in white, black, Rust, Blue, Copper Rust, Cognac, Golden Wheat, Playred, Cafe Brown, Pearl Grey, Navy Blue, Cinnamon, Misty Grey, Midnight Blue, Turf Green, Irish Green, Parkway Green, Slate Blue.

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Grey, Wine, brown; Ooze lining splits in grey, Waterlily and beige; finished splits in red, blue, Army Russet, Wine, Golden Wheat, tan, Cinnabar, green and yellow; gusset splits in black, Army Russet and natural; sole splits in natural (light) and natural (dark) and finished insole; slipper splits in black, Reindeer, red, green, blue, Fawn, brown and blue.

Silka suede calf in the entire list of adopted colors for men's and women's trade.

In attendance: Kivie Kaplan, Joseph Kaplan, Archie Kaplan, Carl Ganter, John Mercon, George Silva, Joseph Doherty, Paul Gonnevile, Samuel Rubin, Abraham Cohen, Harry Goldberg, Samuel Davis, Henry Sleeper, Alden Sleeper, William Bond, Charles Wiseberg, Walter Cost, Irving Fife, Philip Fife, Martin Fife, Aaron Zuckerman, Ervin C. Manske, Sr., E. C. Manske, Jr., Bill Newmark, Nat Newmark, A. E. Perry, E. W. Perry, Irwin C. Wehmeyer, R. L. Stiles, Sr., R. L. Stiles, Jr., Peter F. Stiles, J. Harold Finem, Joseph Hess, Raoul Leullier and Gus Sokol.

Crestbrand Leather Co. (53). Embossed alligator and lizard grains on calf and kip sides in full range of colors for men's and women's shoes; men's brushed leathers in white, black, Forest Green, Slate Grey, Prairie Brown, Rio Brown and Admiral Blue; women's suede splits in white, black and leading colors; women's suede splits with finished backs for unlined types, available in white, black and leading colors; finished and oozie lining splits; chrome sole splits in white and natural.

In attendance: Thomas Cosgrove, Richard W. Brian, Philip F. Brian, S. Farkash, Chester Allen, Walter J. Meyer, Walter E. Hardtke, Chase Kepner and Harry Wolf.

Donnell & Mudge, Inc. (54). Grain and reverse sheep and lamb shoe linings; Cape leathers in white and colors; Mirakrome lamb shoe linings; smooth and embossed sheep and lamb for leather goods; saddle lambs.

In attendance: H. P. Mudge, J. C. Romeoos, C. R. Galt, R. A. Riesemberger, J. W. Kemp, F. A. McDonald, W. Pearce Titter, Jr., and Povl Wedseltoft.

F. C. Donovan, Inc. (73). Domoc sides for men's, women's and children's shoes; Navonod and Dov linings for high-grade men's shoes; Doval for upper leather and linings, Kashmir Domoc and SofShoe Domoc.

In attendance: F. C. Donovan, J. F. Donovan, C. T. Donovan, F. C. Donovan, Jr., C. R. Cavanagh, W. L. Mosbacher, J. J. Higgins, R. O. Schultz, H. B. Avery, H. B. Avery, Jr., Russ White, I. C. Wehmeyer and John G. Mahler.

Dreher Leather Manufacturing Corp. (23A). Reptiles: Genuine alligator, lizards, Cobra snakes, and Ermine Snakes; Genuine Ostrich; Metallic Finished Leathers: gold and silver kid, gold and silver skivers; genuine seal skins; genuine pigskins.

In attendance: A. Dreher, F. Goldmann, K. E. Jesselson, H. W. Becker, R. Greenberg and H. B. Avery.

Dungan, Hood & Co., Inc. (26). Black glazed and suede kid, and men's brown glazed kid.

In attendance: K. F. A. Hill, James F. Penrose, H. H. Hellerman, Jr., Wm. H. Edmunds, Fred A. McKen-
non, E. Stuart Draper, John Hennessy, W. D. Cost, Horace H. Beaven, Ches-
ter Allen, C. R. Kilham, Cecil G. Mc-
Clarlin, Robert C. Bedford.

Eagle-Flagg Tanning Corp. (51). Smooth side leather, aniline and semi-aniline finished in various substances from 2 to 5½ ounces for dress shoes, play shoes, loafers and moccasins. Also splits, finished and

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- VEGETABLE and CHROME TANNED BUFFALO CALF
- FLEXIBLE INNERSOLE SPLITS
- EAST INDIA GOATSKIN
- PIGSKIN

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unfinished, for shoe upper leather, linings and leather goods.

In attendance: Richard B. Flagg, Fred Adler, Kenneth S. Flagg, Lothar Adler, Walter Kramer, George Ebnerle, Fred Atkinson and John Thomas.

Eagle-Ottawa Leather Co. (27). Merican grain prints in Spey Royal Scotch Grain, Broadway Grain and Edinburgh Grain; Wolverine prints in Spey Royal Scotch Grain, Haven, Sportster and Elk in various colors; Tuftoe tipping line in Sea Shark and Peacock grains; Correc-tan lining in three colors.

In attendance: J. B. Hatton, L. Schaden, M. E. Burr, J. B. Hatton, Jr., J. C. Hempel, M. J. Lenobel, D. Shea, Wm. A. Rushworth, D. L. Daniels, Wm. M. Taggart, G. T. Leavitt, J. L. Leavitt, Geo. E. O'Brien and L. Powers.

John R. Evans & Co. (18). Smooth and Suede finishes in all official spring colors, together with Ruby Kid and Dawn Kid (black), white kid and suede, gold (24k) and silver kid. Special fashion colors in smooth and suede finishes in Wheat Hull, Oatmeal, Burma Red, Matador Red, Butterscotch, New Grass, Golden,

Clover Honey, Scuppernong, Tobacco Brown, Copper, Fuchsia, Dandelion, Bamboo, Blue Lilac, Camellia, Eva-Teal, Alice Blue, Shanghai Orange, Wedgewood Blue, Pagoda Orchid, Bright Blue. Brogandi and Cara in all the popular colors.

In attendance: William F. Hickey, Thomas R. Hickey, Wills T. Engle, J. W. Macpherson, Ed Geisler, Don Elliott, D. D. Stephens, Milton Salomon, H. A. Redmond, J. E. Rubinate and Mrs. Harriett Couplin Porteous.

Fleming-Joffe, Ltd. (78). Gen- uine reptiles including alligators, Oriental lizards, Bengal lizards, Agra lizards, Calcutta lizards, Chameleon lizards, Cobra snakes, Chouri snakes, Ermine snakes, Diamond pythons, Rock pythons, Royal pythons, Boa snakes, Ampalaguas and Karung snakes, and Highlight lizards. Colors will include the official women's Town Colors, Highlight colors and promotional groups including new pastels and brilliant tones in Cal-cutta lizards.

In attendance: Morris Joffe, Mal-colm Fleming, Al Terry, Howard Geiger, Herbert Ochs, Raymond Radunsky, Robert Vanhouten, Miss Dorothy Adams, John Metz, Jack Metz, W. P. Erhart, A. W. Peterson, John G. Freeman, Clarence Roney, George W. Newman, Jr. and John G. Mahler.

John Flynn & Sons, Inc. (50). Flynnntan Gluvsuh and Powmoc side leather, Playshoe and suede lamb-skins, lambskin linings, steerhide and horsehide garment leather in all the wanted colors.

In attendance: John Coyle, George Fuller, Henry Hogan, David Price, Raymond Anglin and William Fuller.

S. B. Foot Tanning Co. (86). All popular kinds, weights and col-ors in Corrected Elk, smooth finished combination tanned regular sides and extremes, and regular white fin-ish and washable white finish in all weights and size ranges.

In attendance: S. B. Foot, C. F. Dodge, C. A. Foley, E. B. Thorsten-sen, F. J. Leviseur, F. L. Broadbent, D. F. Rimoli, Walter P. Michels, W. E. Grumbine, Armin Kaufmann and H. T. Tankersley.

Leonard Freedman & Sons (24). Antique Bootmaker finishes in hand-braided effects on exclusive plates — Barclay Square, Puffed Square, Woven Braid, Pleatella, Checkerboard and Manhattan; "Crepe Shuzette" — a new style and



An enzyme base produced in grades to suit every type tan-nage. The dependability of Dermabate has been demonstrated by over 28 years of use in the production of fine leathers.

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application for lining leathers; Cowhide, kipside, and calfskin in bark and chrome tanned U. S. Patented "Western" designs, bark and chrome tanned fancy alligator and reptile effects, bark tanned aniline type saddle finishes; Sheepskin, lambskin and skivers in bark tanned aniline saddle finishes in all colors, bark tanned Morocco and staple grained novelty leathers, bark and chrome tanned sock lining leathers, and chrome tanned Cape finished lambs; D'Buff splits, side splits and shoulder splits in all grains, colors, weights, and finishes in bark and chrome tannage. All leathers will be shown in entire color range for Spring.

In attendance: Leonard I. Freedman, Stephen B. Freedman, Bert A. Quitman, Irving Weinberg, Herbert S. Hammond, A. W. Meier, Robert Berry, Bentley F. Lewis, Robert J. Dodd, Russ White.

A. F. Gallun & Sons Corp. (33). Aztec, Cretan, Eskimo, Norwegian, Wax Norwegian, Normandie, Viking, Apache, tooling, French Process Wax, furniture, grains, lining, Domino, Baguette, Mandarin, Bretan, Concord, Lido, Milwaukee, Ebony, Quarterbright, Clyde, Kongo and pigskin.

In attendance: E. A. Gallun, C. H. Moore, K. F. Norris, L. F. Davis, E. L. Peirce, F. C. Hathaway and S. A. Ely.

Garden State Tanning, Inc. (52). Upholstery cowhide and deep buffalos, wallet, luggage, handbag and lining cowhide, flexible bend splits, Chrome retan sole bend splits, work-shoe bend splits, lining bend splits, double shoulder splits and handbag deepbuffs.

In attendance: Alexander H. Fried, Martin Fried, Zachary J. Dembo, Thomas Hayes, Joseph Oliver, Rudolph Teso, Herman Siskind, Getsy Klastow, Ray Larkin, Moe Rosner, Jerry Goebel, D. B. Dahm, Joseph Kueven, Mike and Hy Ossoff.

Gärlin & Co., Inc. (46). Combination and vegetable tanned kips, extremes and sides in all seasonal colors; also genuine alligator skins in all colors and genuine white buckskin.

In attendance: Robert J. Clements, A. E. Piekenbrock, Walter N. Schaffstall, Russ White, Frederick G. Monroe and Paul E. Gardent, Jr.

Geilich Leather Co. (101). Smooth Cambium combination tanned side leather in all popular spring colors; also all popular shades of men's and women's kip linings.

In attendance: Harold D. Geilich, Simon H. Geilich, Herbert Meehan, Roy Frank, Gene Farrell, Donald Elliott, Frank Mulroy, Usher Spellman Andrew Millican, Emery Huvos, Elcanna Petersen, Robert Bedford and Cecil McClarin.

Gordon-Gruenstein, Inc. (60). Velour suede splits in black and 16 colors in LM, M and HM weights; suede linings in gray, beige and waterlily.

In attendance: Harry Gruenstein, Fritz Gruenstein, Fred Gruenstein, Fred Salomon and Walter Wallinson.

J. Greenebaum Tanning Co. (9). Vegeleen, Normil, Hampton, Dresides, Primo, Sporto, Dress Elk, and shoe Cordovan.

In attendance: L. J. Greenebaum, J. S. Lanigan, L. W. Donovan, M. S. Greenebaum, R. F. Maney, L. W. Keith and L. C. Keith.

Greiss-Pfleger Tanning Co. (102). Aniltan kip, extreme and large sides; Combotan smooth dress kips, extreme and large sides; Lozant chrome smooth black kips, extreme and large sides; Bison full grain work elk sides; lining splits.



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SUEDE CALF · SUEDE KID

Outstanding Spring Colors



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A HEAVY SUEDE CALF

Ideal for Men's Shoes and Women's Unlined Types



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52/54 HIGH HOLBORN, LONDON, W.C. 1, ENGLAND



In attendance: Edwin T. Cady, Edwin B. Cady, Richard Fuller, Thomas S. Keirnan, Simon Tannenbaum, Wendell R. Bauckman, William P. Erhart and Robert C. Windring.

Gutmann & Co. (55). Gambola, Flacor, Gluv Ski, Shubuck and Smooth sides, in all the latest spring colors.

In attendance: D. N. Gutmann, E. S. Greensfelder, J. T. Gormley, John R. H. Ward, Rodney Day, B. Nichols and A. Meyer.

L. H. Hamel Leather Co. (106). Glazed kid in Town Brown and black; glazed lining kid in Mocha, Waterlily, grey, blue, green, pink, dark grey, dark Mocha and Beige aniline; suede lining kid in Mocha, Waterlily, dark grey, dark Mocha and grey; suede lamb lining in Mocha, Waterlily, grey, dark grey and dark Mocha; Nu Process lamb-skin linings in Mocha, waterlily, grey, blue, green, pink, dark grey, dark Mocha, Town Brown, black and Beige aniline; garment leather in Marrona, beige, buck, red, Irish Green, Cafe Brown, black, Henna, Powder Blue, Kola Brown, Tangerine and Pearl Grey suede; seal brown and walnut brown grain goat for garments.

In attendance: Arthur A. Hamel, George E. Hamel, W. Milton Hayes, P. A. Hebert, William G. Blain, Carson A. Stiles, James J. Connor, Henry L. Steskil, John G. Freeman, John T. Quinn, George W. Newman, Jr., Thomas E. Newman, George T. Leavitt, John L. Leavitt and Ralph Wolf.

Thomas B. Harvey Leather Co. (35). Suede kid in white, black, Eggshell Blond, Maple, Cafe Brown, Admiral Blue, Sailor Blue, Airway Grey and Coppertone; kid linings in black and colors.

In attendance: Thomas B. Harvey, Curtis Harvey, August Bischoff, William Garver, Irwin Wehmeyer, James Foley, Thos. Hartnett, Harry Hoppin, L. Pelzer, H. Coakely and Wm. Cromley.

Hebb Leather Co. (44). Linings in all standard colors. Spartan upper leather in five colors; also suede splits.

In attendance: George S. Hebb, George S. Hebb, Jr., Selden E. Mc-Kown, Francis W. LaBrache and Walter L. Sweeney.

Hecht Leathers Corp. (50A). Cobras, Whipsnakes, Aersnakes, Erminsnakes, Agra Lizards, Calcutta

TABLE III
POUNDS OF LEATHER PER
100-lb. ALCA TANNIN

All Vegetable Tannin	133
15% MARATAN·A	144
30% MARATAN·A	155

TABLE IV
SOLUBILIZING OF QUEBRACHO

Insolubles as % on Quebracho Solids	
Quebracho (Alone)	14.0
Quebracho with 3% NaHSO ₃ blend reacted 20 hrs. at 93°C	6.0
2 parts Quebracho solids	blend
1 part Maratan-A solids	20 hrs. at 93°C
	5.5

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Increased yields of better quality leather result from the addition of MARATAN·A to Vegetable blends.

MARATAN·A is a non-hygroscopic powder . . . completely water soluble . . . and can be stored indefinitely without any danger of deterioration.

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CHEMICAL DIVISION
ROTHSCHILD • WISCONSIN

Lizards, Alligator Lizards, Java Ring Lizards and Chouries in all the new colors.

In attendance: William Baumgart, Emil Maier and George Brenner.

Melvin Henkin, Inc. (85). Lining kid in all popular shades; suede kid in black, blue, brown, green, Cherry Red, Cafe Brown, Coppertone; Chrome shoe Cape in brown, Burgundy, Blue, red, green and black; "Nukid" sock lining in Miami, grey, and pastel colors to match kid linings; gold and silver kid and skivers; domestic alligators for shoe, bag and belt trade.

In attendance: Melvin Henkin, Mortimer Sokol, Paul Mont, Louis Halle, Henry Goldschmidt, Robert C. Lipson, Jr., and G. D. Madonna.

Hiteman Leather Co. (5). Men's and women's weight chrome leathers in full grain in official Spring colors; also men's full grain chrome slipper leathers in black and high colors.

In attendance: George J. Hiteman, Ralph E. Toye, Charles R. Williams, Charles K. Hardenburg and Konrad W. F. Fruedenberg.

Horween Leather Co. (7). Black and colored Chromexcel calf; Vegetable tanned "Timber Tan" calf in black and colors, men's and women's weights; Shell Cordovan butts for shoe and specialty trades; Chromexcel dress sides; Scotch Grain and other prints.

In attendance: Arnold Horween, Rudolph Correll, Harold G. Kaye, Dorothy Davies, R. K. Barnes, A. Ely, Frank Seimetz, and John A. Barnes.

E. Hubschman & Sons, Inc. (22). Calf for women's shoes in Nos. 313, 368, 350, 507, 553, 571, 572, 594 and 500. For men's shoes in Nos. 217, 223, 235, 240, 424 and 471. For Unlined shoes Color Nos. 1013, 1068, 1071, 1072, 1053, 1094, 1078.

In attendance: Milton Hubschman, David Kohn, Robert Slattery, Robert Slattery, Jr., Joseph Flattery, Albert Huesing, Carey Korndoerfer, Frank J. Kelley, and Edward Young.

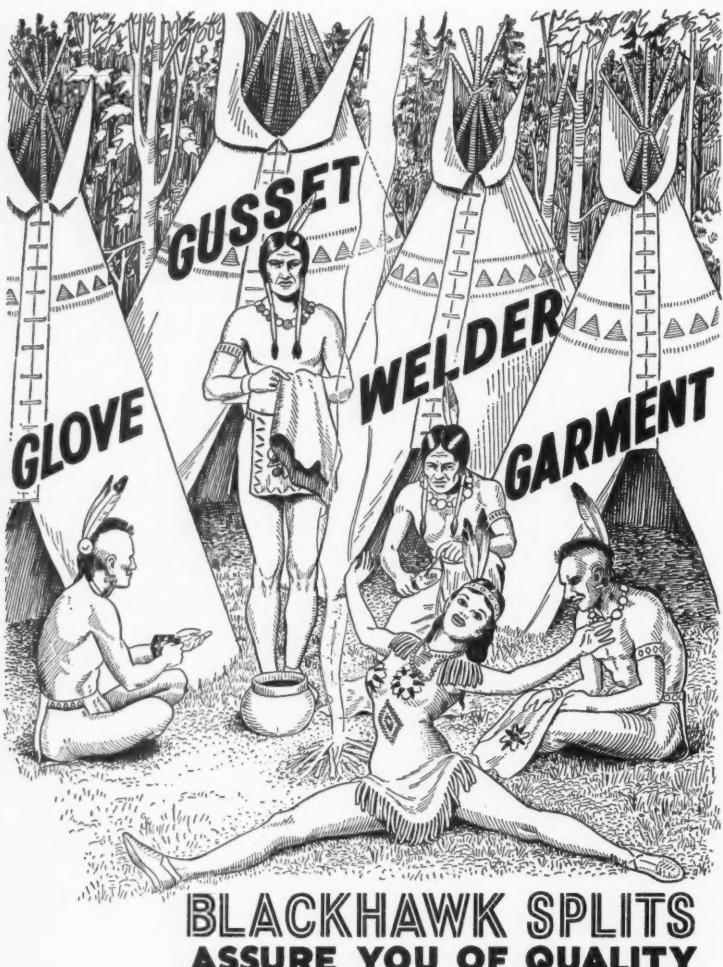
Hunt-Rankin Leather Co. (68). Bucko calf in Maple, Cafe Brown, Admiral Blue, Green Pepper, grey, white and black for women's shoes; in white, Admiral Blue, Prairie Brown, grey, Forest Green, black and Whole Wheat for men's shoes. Velveta suede calf in Maple, Cafe Brown, Admiral Blue, grey, Nutshell, Cognac Brown, Coppertone and black. Infanta smooth calf in black, white, Admiral Blue, Cafe Brown and Cognac Brown.

In attendance: Walter D. Ziegler, Philip K. Pearson, James J. Lenahan, Herbert Meehan, John E. Graham, Jack Graham, William C. Graham, J. Rushforth Garside and J. C. Stroope.

Irving Tanning Co. (104). "Irvtan" Elk sides and "Unique" smooth sides in white, Eggshell Blond, Golden Wheat, Gingerspice, Basque Red, Canyon Sand, Tartan Tan, Sailor Blue, Sun Earth, Solar Blue, Town Navy, Rocky Tan, Rio Brown, Airway Grey, Sugar Pink, Icing Blue, Cream Pistache, Army Russet, black, Irish Green, Buttercup Yellow, Green Pepper, Cherry Red, Burgundy; also splits for all purposes.

In attendance: Max Kirstein, J. J. Caulfield, B. T. Rogers, S. L. Stockman, August Boss, George Schwarz, William Sandbank, Milton Salomon, W. A. Hartwig, J. C. Henley, Robert O. Bardon, Charles A. Simpson.

I. M. Kaplan, Inc. (1). Elk and smooth kips and sides in Cherry Red,



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Cincinnati St. Louis San Francisco Nashville
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MILWAUKEE 7, WIS.

Green Pepper, Gingerspice, Golden Wheat, Cognac Brown, Turftan, Cafe Brown, Admiral Blue, Coppertone, Sugar Pink, Basque Red, Irish Green; Printed calf and kips in Eggshell Blond, Sailor Blue, Cognac Brown, Cafe Brown, Airway Grey, Copper-tone and black.

In attendance: I. M. Kaplan, Eliot Kaplan, Hy Kaplan and Dwight Kennedy.

Kirstein Leather Co. (48). All popular colors suitable for men's, women's and children's shoes, in kips, extremes and sides.

In attendance: David Kirstein, Daniel Turkhanis, John Finegold, Edward J. Harrigan, Earl C. Cookman, William H. Diamond, J. C. Stroope, Philip Ott, J. R. Kueven, Jack Cramer, Edward E. Perry and Mr. Biron.

Korn Leather Co. (75). Complete line of chrome tanned smooth and Elk sides in white, black and all popular colors and weights; retan work shoe splits, lining splits, and glove splits; retan sole splits in natural and pearl colors; gussets in black and colors; bark tanned shoulder splits for outersoles and insoles.

In attendance: Harry Salloway, Barney Singer, Albert Chalek, Morty Farkash, James Murrow, Alfred Schwab, William L. Hall, Victor Heartel, George Morris.

Kroy Tanning Co. (72). Chrome linings in grey, beige, Waterlily, black, brown and all pastel colors; vegetable linings in grey, beige and Waterlily; suede linings in Waterlily, grey and beige; Cape in red, green, blue, black, white, yellow and all pastel shades; Calf sheep smooth; novelty leather in various colored saddle and marble; garment suede in all colors of suede, split and un-split.

In attendance: E. M. Newburgh, Irving Gushen, George Gushen, G. E. Hymrod, Jr., Walter E. Hardtke, Roy Frank, Gene Farrell, Gerald Rapps, Wm. P. Davidson and Morty Farkash.

A. C. Lawrence Leather Co. (20). Calfskin Division. Women's Moda calf in black, Admiral Blue, Cafe Brown, Cognac Brown, Cherry Red, Basque Red, Green Pepper, Turftan, Gingerspice; Softi Calf in black; Men's Duro calf in black, Oak Brown, Redwood Brown, Barkbrown, British Tan, Brown Oak, Tartan Tan, American Burgundy and

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<u>OLCOTROP</u>	<u>Shark</u>	} For The Famous Shark Tip Shoes
<u>CARIBBEAN</u>	<u>Shark</u>	
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<u>CUBAN</u>	<u>Shark</u>	

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Midwestern Representative
Arnold Flagg, 2444 No. Cramer St., Milwaukee, Wis.

Devon Tan, and Tweed calf in Redwood Brown, Golden Harvest, Brown Oak, Golden Gorse, British Tan, American Burgundy.

Side Leather Division (19). Gun Metal (women's weights) in black, Admiral Blue, Green Pepper, Cafe Brown, Turftan, Cognac Brown, Played, Eggshell Blond, Irish Green, Sailor Blue and Cherry Red; Gun Metal (men's weights) in black, Burgundy, brown (6 shades); Nubuck in white; Keena in black, 6 shades of brown, red, wine, tan; Hikon (elk) in black, white, Played, Irish Green, Army Russet,

Cognac Brown, Eggshell Blond and Golden Wheat. Diamond patent leather in black.

Sheepskin Division (21). Barilla in grey, black, white, natural, Fawn, Waterlily, brown, grey; colored linings in russet, tan, black, Bermuda, Fawn, Waterlily, brown, grey and tan; Reverse linings in Fawn, Waterlily and grey; Playshoe in black, white, green, Cherry, Army Russet, wine, yellow, blue, red and green. Shearlings: Nutans for slippers and garment linings, Barks for slippers and vests, Lawrotan (Mouton) for garment collars and boot

cuffs in Logwood, Beaver, grey, Nutria, Maroon, Midnight Blue and Green; Electrified colors for slippers in red, wine, Royal Blue, pastel blue and pastel pink; whites for novelties and linings; Capelt for slippers in Turftan, wine, walnut, red, Royal Blue, Chestnut, pastel blue, pastel pink and white; colored backs for slippers in red, wine, blue and brown.

In attendance: R. L. Winans, W. H. Merchant, R. J. Mellin, S. N. Nectow, J. T. Johnson, P. Rosenthal, A. V. Rice, H. J. Somers, S. A. Spaulding, S. Palmer, A. W. Hunt, W. C. Abbott, C. L. Cotton, O. C. House, R. F. Goodspeed, D. B. Webber, W. A. Shoppelby, N. L. Gerrish, J. J. States, C. F. Smith, T. J. Moore, J. G. Vergobbe, J. Grossman, J. H. Teague, A. A. Burnett, W. H. Norton, E. W. Wenzel, A. R. Tandy.

G. Levor & Co. (82). White glazed kid and glazed cabretta, white and colored Flexy (the new "crushed" effect), white Levor Grain Calf in smooth and boarded.

In attendance: Samuel Rothschild, Frank H. Miller, G. Allen Rothschild, Robert Rothschild, Geo. Newman Jr., Thomas Newman, Clifford O. Miller, George Platt, J. T. Johnston, Chandler E. Lowell, Pearce Titter, Walter Titter, Sol Leventer, A. A. Wakeford, R. L. Stiles, John G. Mahler and Herbert Cohen.

J. Lichtman & Sons (25). Complete line of "Swagger Buk" brushed leathers in all popular colors for Spring, 1951, for men's, women's and children's shoes and personal leather goods. "Berkshire" Mellow Tanned sides in current shades, full grain and corrected lining sides and kipsides; ooze, finished, retan and flexible splits.

In attendance: F. C. Atkinson, H. A. Cohen, O. B. Dahm, Eugene Dellinger, C. Roy Fisher, Joseph Gross, Cecil Litchman, Fred J. Litchman, Jules Litchman, Robert Litchman, John P. Monahan, George W. Newman Jr., Thomas F. Newman, Ole Rosenquist and Al Tandy.

Lincoln Leather Co. (108). Women's smooth leathers in Eggshell Blond, Sailor Blue, Cherry Red, Green Pepper, Cafe Brown, Ginger-spice, Golden Wheat, Cognac Brown, Turftan, Admiral Blue, white and black; men's smooth leathers in Tartan Tan, British Tan, Brown Oak, Cherrytone, Redwood Brown, Ameri-



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Imported Deerskins*

Agents for Florida Tanning & Sponge Co.

Genuine Alligator
In all seasonal colors

Representing Templar & Sons, Inc.

Magna Aniline Sides

Sales Agents:

William J. Dauer, St. Louis, Mo.; A. E. Piekenbrock, Milwaukee 3, Wisconsin; Walter N. Schafstall, Cincinnati, Ohio; Russ White Co., Los Angeles, California.

GARLIN & CO., INC.
44 South St., Boston, Mass.

can Burgundy, Devon Tan, Town Navy and Black; grained leathers in Golden Harvest and Barkbrown.

In attendance: William Hayward, Abraham Finkelman, I. Robert Finkelman, Philip Finkelman, Saul J. Katzman and Neal Steinkemeyer.

Loewengart & Co. (71). Vegetable tanned sides, EI tanned goat-skin, vegetable and chrome tanned Buffalo calf, pigskin, vegetable and chrome tanned deep buffs, lining splits and sides, flexible inner sole splits in sides, bends, backs, shoulders and bellies. For shoe, handbag, luggage, and small leather goods trades.

Suede, slipper, lining, gold, silver, kid; lining calf, lining goat, vegetable tanned, in all the fashion colors.

In attendance: Arthur Loewengart, Sol Loewengart, Theo. Loewengart, Julius Loewengart, Max James, Richard Loewengart, Herbert Schwarz, Kenneth Fox, George Curtis Jr., Willis Altenderfer and Walter Lewis.

Hermann Loewenstein, Inc. (6). "Gamuza" suede calf in black and colors for women's shoes; "Gama" suede calf in black and colors in lined and unlined weights for men's and women's shoes, "Technical" in black and all new spring colors, smooth and boarded; genuine

white Jack and China buck for men's, women's and children's shoes; Golden Buck for men's and women's shoes.

In attendance: Rudolph Correll, Harold G. Kaye, R. K. Barnes, H. E. Bohren, Dorothy Davies, John A. Barnes, Frank Seimetz, A. Ely, DeForest Bush, Charles Recht and Frederic A. Stott.

Malis Leather Co. (62). Glazed Gloria Cabretta in black, white, Royal Blue, Kelly Green, Buttercup Yellow, Cherry Red, Burgundy, Army Russet; Suede Gloria Cabretta in black and white; Suede Kid in black and white.

In attendance: Simon S. Malis, Lawrence L. Malis, Felix Levenbach, David Davidoff, Walter J. Meyer, Harold I. Stewart and Jim Brennen.

Marcus Forscher & Co. (61). Marigold genuine white buck; Marigold suede calf and suede kid in black, brown, blue and all leading spring colors; Marigold smooth calf.

In attendance: Milton H. Lewin, Sidney Lewin, Arnold Kinckiner, Alfred G. Schwab, Harry Gruenstein, David C. Davidoff, Robert Davidoff.

McNeely & Price Co. (40). Black and colored crushed kid; black,

white and colored suede kid; Water-proof linings in black and colors; Slipper leather in all standard colors.

In attendance: Walter C. Koenig, Geo. H. McNeely Jr., G. F. Peterson, Fred C. Wagner, Geo. E. Hymrod Jr., H. T. Tankersley, John E. Graham, Jack Graham, William Graham, Olan Files and J. A. Hess.

Merrimack Leather Co. (45). Smooth and boarded side upper leather in Sailor Blue, Cherry Red, Green Pepper, Gingerspice, Burnished Clay, Turftan and Admiral Blue.

In attendance: James E. McCarthy, Frank B. O'Neill, J. F. O'Neil, Pat Considine and Aaron Hirschhorn.

W. Milender & Sons (58). Chromaline, Celaline, Cell Elk, Linning Side, Lining Splits, in the newest colors and those repeated for Spring.

In attendance: Louis Milender, Charles H. Milde, Sumner N. Milender, J. "Buck" Freeman and William Chapline.

Murray Leather Co. (67). Women's smooth leathers in Sailor Blue, Cherry Red, Green Pepper, Golden Wheat, Cognac Brown, Turftan, Cafe Brown, Admiral Blue, white and black; suede leathers in Admiral

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**ROBERTS TANNING CO.
57 FOSTER ST. PEABODY, MASS.**

Blue, Cafe Brown, Airway Grey and black. Men's smooth leathers in American Burgundy, Devon Tan, and black; brushed leathers in Admiral Blue, Slate Grey, Forest Green and black.

In attendance: James S. Murray, William H. O'Connor, James F. O'Connor, James H. Murray, Henry L. Freyer and George E. Hymrod, Jr.

R. Neumann & Co. (57). Chrome tanned side leather—kips and extremes—in men's and women's weights for casual, dress types, moccasins and juvenile shoes; chrome tanned side leather—varied embossings—in men's, women's and children's weights; Aniline glazed alligator grain calf for men's and women's shoes; Buffalo leather for men's, women's and juvenile shoes; Genuine Ostrich and Genuine Seal. These leathers in the prevailing official colors for Spring.

In attendance: Philip G. Bernheim, Richard Bernheim, A. Barci, A. Cavadini, M. Kornreich, A. Lewis, R. J. MacKenzie and L. Smith; R. J. Clements, P. E. Gardent Jr., Walter J. Meyer, Wm. J. Burmester, Arthur Karow, Robert Karow, R. C. Farrell and Roy Frank.

Northwestern Leather Co. (37). Kitchener workshoe retan in brown, black and natural (5-1/2 oz.); workshoe Elk in black and brown (5-1/2 oz.); Sport Elk "Sootan" (large spread) and "Elko" (small spread) L, LM, M and HM weights; all in various colors. Slipper Sootan in red, blue, brown, burgundy (LM wt.). Smooth leathers (combination tannage): "Tamarac" (extremes and kips in LM, M and HM wts.; "Mackinac" (larger spread in LM, M and HM wt.); "Smooth Pac" (extremes and larger spread in H and 2H wts.); all in various colors.

Printed Leathers: "Tartan Pac," "Essex Pac," "Angus" and "Cardiff Pac" (chrome tanned leathers in 4-1/2-5-1/2 oz. weights—extremes and larger spread). Softy Leather, "Tanac" — extremes and larger spread in combination tannage. M, HM, H and 2H weights, in various colors. Lining Splits in various colors.

In attendance: T. L. Tewksbury, H. M. Shaffer, R. M. Fisher, R. L. Pope Jr., W. A. Cunningham, F. A. Harding Jr., A. R. Mueller, C. R. Kilham, G. T. Leavitt and John Leavitt.

The Ohio Leather Co. (81). Women's Calf Leather in Turftan, Cherry Red, Green Pepper, Cafe Brown, Sailor Blue, Admiral Blue and Cognac Brown; men's calf in British Tan, Brown Oak, Redwood Brown, American Burgundy, Devon Tan, Town Navy and Tartan Tan; Embossed calf in all the selected women's shades.

In attendance: F. H. Becker, R. H. Ewe, R. R. Simpson, S. A. Rawson, G. H. Mealley, C. Lowell, J. T. Johnston, J. F. Murphy, Carl Childs and L. J. Petrie.

Overseas Commerce Corp. (16). Genuine reptile leathers: Alligator lizards, Bengal lizards, Calcutta lizards, Iguana lizards, Chameleon lizards, Cobra snakes, Boas, Ermine snakes, Chouri snakes, Karung snakes, Diamond pythons, Rock pythons, Baby Cobras, domestic and Brazilian alligators, ostrich and other shoe and handbag leathers. Colors will include all the official women's Town Colors and a full range of pastels and brilliants.

In attendance: Bernard Michlin, Bernard Abrams, Dan Eisenberg, Helen Polsky, A. S. Bennett, Arnold Cope, Rudolf Reider and Lou Frost.

(Continued on Page 129)

FINE LEATHERS

LININGS

Kips, Extremes & Sides.

UPPER LEATHERS

For Dress and Casual Shoes.

SPLITS

Suede for uppers and linings—

Chrome Retan Sole—Bark Tanned Innersole

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For Craft and Specialty Work.

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A distinctly new mellow leather in all popular colors for casual shoes.

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ALLIED PRODUCTS SHOW

(Concluded from Page 51)

It was thought that because of rising prices of shoe materials and supplies that many manufacturers might tend to "simplify" their Spring lines to achieve economies and hold prices down. But a contradiction has arisen here. Because shoe sales continue to be no more than normal, shoe manufacturers realize that the little "extras" that give a shoe style character are very necessary. The effort to economize through over-simplification could result in more loss than profit.

As a result, we may likely see more "new" styles next Spring than in many seasons past. Actually, there is little that is essentially new in shoe fashions. Fundamentally the shoes are pretty much the same. But there are countless surface changes, new versions of the old, new treatments and effects. Buyers are demanding "anything different."

Stylists and supplies are meeting the challenge. It is one reason they have been so busy in recent weeks—trying to furnish the new ideas and products to make "different" shoes.

A few shoe men, trying to probe into trends on a long-range basis, are wondering what effect increased shoe prices will have on styles. If, for instance, these price boosts meet a consumer saturation point, then consumers might well turn to more conservative type shoes whereby they can make one shoe serve the fashion duties of two or three. In short, a movement toward a mild form of "utility" footwear for economy purposes. This, obviously, would seriously affect extra pairage sales. However, thus far this is merely an intangible, a possibility that has as yet shown no signs of crystallizing.

New Products

Many suppliers, alert to "trends" due to current conditions, plan to introduce new products at the Allied Products Show, whereby shoe manufacturers might be able to achieve economies about which they are so conscious now. An impressive list of such products will be on display.

Also, there continues to be that increasing demand for "something new" to maintain or increase consumer shoe sales. Between this demand and the deep concern about price and supply trends, interest in the forthcoming Show is virtually guaranteed to reach a high peak.

Champ . . . in the sport shoe field . . .

BUCKLE No. 364-1" Tip No. 5265-1"

As usual, Felch-Anderson comes up with the smartest new buckle for sport shoes. It's going to be the champ in the field because of its quality and beauty. This new buckle, with its outstanding design will add the right touch to all sport shoe styles — will give your line added sales punch.

FACO BOLT-TYPE Buckles are available in all sizes and a wide variety of finishes. For complete information write the factory or our nearest representative.

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BESSE SHEEP *

Natural Hat Sweat Colored Lining Novelty Military

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129 SOUTH STREET, BOSTON, MASS.

Consolidated Rubber and Plastics Co., Inc.

East Boston, Mass.

Room number: 1129

On display: Cork platforms; composition soles

Representatives: Leo Bakalar, Leo Translater, Ray Crawford and Morris Shaffer

Cooney-Weiss Fabric Corp.

Boston, Mass.

Room number: 1140

Davidson Rubber Co.

Charlestown, Mass.

Room number: 1024

On display: Sponge rubber sheets for insoles; molded metatarsal, arch, and heel cushions

Representative: R. M. Little

Davis Box Toe Co., Inc.

New York, N. Y.

Room number: 923

On display: "Leathertex" box toes; flexible box toes; "Duride" and "Leatherite" shanks; "Davco" Platforms; cork

Dewey & Almy Chemical Co.

Cambridge, Mass.

Room number: 1101

On display: Complete line of "Darex" shoe products.

Domestic Novelty Co.

Newark, N. J.

Room numbers: 1006 and 1021

On display: Buckles and trimmings for shoes

Representatives: Roy Stoeckel, E. J. Kent, R. F. Walter and A. Abrams

L. Drexage & Co., Inc.

New York, N. Y.

Room number: 1029

J. Einstein, Inc.

New York, N. Y.

Room numbers: 1033-1034

On display: Shoe fabrics, both men's and women's. Also new nylon meshes, linens, shantungs and piques.

Representatives: D. R. Devine, Ray Barnard, W. N. Schafstall and Don Elliot

Elfskin Corp.

Worcester, Mass.

Room number: 1040

On display: Quarterlinings, socklinings, vamplining, artificial leather, sueded nonslips and linings, "Elfsuede" drills and sheetings. Also new "Elfsuede" linings, sueded drills and sueded nonslips.

Representatives: Melvin Sawyer, Harold Levine, G. Henry Chamberlain, Harry Vernicks and S. J. Silkes

Bea Evan Shoe Styles

New York, N. Y.

Room number: 929

On display: Shoe styles, also a complete new line of low-heel styles

Representative: Bea Evan

Felch-Anderson Co.

Providence, R. I.

Room number: 1003

On display: Shoe buckles and ornaments. Also a new "Faco" "Bol-Type" buckle for men's sport and dress shoes.

Representatives: C. S. Felch and Irving Zamcheck

Fells Mfg. Co.

Allston, Boston, Mass.

Room number: 925

On display: Innersoles and platform materials; compressed fibre wedges

Frank Associates, Inc.

New York, N. Y.

Room number: 907

On display: Novelty fabrics, plain and jacquard for resort and evening wear

Representatives: Louis Brown, Edmond J. Frank and Miss Isabelle Buckner

Gilbert Freeman, Inc.

Boston, Mass.

Room numbers: 1106 and 1121

On display: Fabrics

French Beading & Novelty Co.

Philadelphia, Pa.

Room number: 928

On display: Vamp ornamentations, both

nailhead and hand beaded shoe bows. Also

new hand sewn beaded vamps.

Representatives: David and Frank Greenberg

Gitterman & Co.

New York, N. Y.

Room number: 1127

On display: Shoe fabrics. Nylon and cot-

ton meshes, plaids, nylon and silk shan-

tung, palm beach cloth, terry cloth, ga-

bardines, satins and straws.

Gold Crown Fabrics, Inc.

Boston, Mass.

Room number: 1140

Golden Leatherboard Co.

Haverhill, Mass.

Room number: 1103

On display: Cut shoe findings

A BACKING PROBLEM? WINDRAM WILL SOLVE IT



New styles, new fabrics, special materials, unusual weights . . . Windram has the proper backing to answer your particular problem. Windram laboratories and experience stand ready to find the one best solution for you. If it can be combined . . . *Windram will do it!*

Room 1004, Belmont Plaza Hotel

WINDRAM Quality
COMBINING—ELASTICIZING
BACKING CLOTH and PLASTICS

WINDRAM MANUFACTURING COMPANY

Established 1867

3 Dorchester Street

So. Boston, Mass.

Haley Cate Co., Inc.
Everett, Mass.

Room number: 1126
On display: Strippings, pipings and other shoe trimmings
Representatives: Ernest A. Giroux and Edwin L. Forbes

H & W Shoe Supplies, Inc.
New York N. Y.
Room number: 1026

Holland Mfg. Co.
New York, N. Y.
Room number: 902
On display: Thread

Peter Hottinger
New York, N. Y.
Room number: 1026

Howard Specialty Co.
Boston, Mass.

Room number: 1105
On display: Shoe covers

International Fabrics Inc.
Boston, Mass.

Room numbers: 1045-1046
On display: Shearlon, satins, failles and suedines
Representatives: R. G., C. J., and M. A. Edison

Kaplan Products & Textiles, Inc.
New York, N. Y.

Room number: 939
On display: Domestic Butcher linens; Irish linen in all colors; silk shantung; silk Honan type shantung; "Madeira" mesh; two-tone Jacquards to simulate embroidered effects; Chinese prints on

shantung; Panne and slipper satins. Also new two-tone rayon Jacquards which can be cross dyed to simulate embroidered effects.

Representatives: Abraham R. Kaplan, Morton Livenstone, M. J. Silvern and Milton Marks

C. C. Kempton Last Co.
Philadelphia, Pa.

Room numbers: 905 and 922
On display: Lasts

Al Lewis Shoe Styles
New York, N. Y.

Room number: 927
On display: Shoe buckles
Representatives: Al Lewis and Ed Schary

Dan Lewis, Inc.
Haverhill, Mass.

Room number: 1139
On display: Cork platform sheets; "Homasote" wedge heels, spring heels and sheets. All types shoe findings and cut stock; innersole board. Also new "Homasote" wedge heels; new platform materials.
Representatives: Frank Selden, Richard Lewis, Dan Lewis and Burt Krinsky

Lowell Counter Co.
Lowell, Mass.

Room number: 1021
On display: Counters

Lynn Innersole Co.
Allston, Mass.

Room number: 925
On display: Innersoles, platforms, reinforcements, compressed fibre wedge heels
Representatives: Hy Feldman, Frank Deastlov, Arthur Epstein, Eli P. Schwartz and Lou Ravich

T. A. Maguire & Co., Inc.
New York, N. Y.

Room number: 1029

Majestic Fabrics, Inc.
Boston, Mass.

Room number: 906
On display: Shoe fabrics

Middletown Rubber Co.
Middletown, Conn.

Room number: 1114
On display: All type shoe linings

Milmont Fibreboards Limited

Room number: 940

Mitchell & Smith Div.
Sheller Mfg. Corp.
Detroit, Mich.

Room number: 1001
On display: Complete line of cork, cork and rubber platform and innersole materials

Representatives: Henry C. Stouffer, James R. Brown, S. L. Mathewson

Maynard H. Moore, Jr., Inc.
Stoneham, Mass.

Room numbers: 945-946
On display: Novelty shoe trimmings

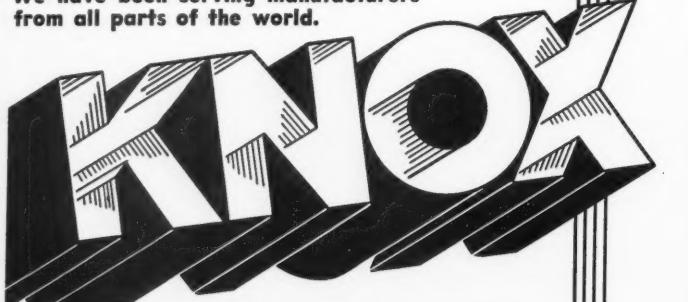
National Backing Co.
Long Island City, N. Y.

Room number: 1007
On display: Combinations of leathers and fabrics
Representative: Morris Edwab

North & Judd Mfg. Co.
New Britain, Conn.

Room number: 1039
On display: Buckles; loops; dees; rings; ornaments; slides. Also new ornaments for boots

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plan,
and

Representatives: W. H. Brierly, W. W. Turner, A. J. Hildebrandt and F. V. Craw
Ouimet Stay & Leather Co.
Brockton, Mass.

Room number: 1104

On display: Novelty shoe welting; shoe trimmings

Palatine Corp.

New York, N. Y.

Room number: 1138

On display: Shoe fabrics

Peters Bros. Rubber Co.

Lazar Backing Division

Brooklyn, N. Y.

Room numbers: 1117-1118

On display: Backing cloth; reinforcing material, etc.

Phillips-Beal Co.

Division of Chas. I. Rockmore Co.

New York, N. Y.

Room numbers: 1245-1246

Phillips-Premier Corp.

Boston, Mass.

Room numbers: 933-34

On display: "Norzon" (Behr-Manning's trademarked pile shoe fabric) suede fabric; "Fabrilite," and elk simulation of "Vinyl" coated fabric by Dupont. "Norlure," a new lightweight electrocoated pile fabric suitable for ready-to-wear developed by Behr-Manning. Complete line of lining and outside shoe fabrics including linens, cottons, polka dot effects, etc.

Representatives: Fred N. Phillips, Jr., Carl Tischler and Sidney Steen.

Respro Inc.

Cranston, R. I.

Room number: 1102

On display: Reinforcing material; vamp and quarterlining material; coated socklining; Impregnated paper and pyroxylin coated socklining and heel pad material; leather fiber paper base pyroxylin coated socklining material.

Representatives: J. E. Manion, E. O. Nye and H. H. Smith.

The Riker Co.

East Orange, N. J.

Room number: 938

On display: Buckles

Chas. I. Rockmore, Inc.

Brooklyn, N. Y.

Room numbers: 1245-1246

On display: Textiles for shoes and bags

The Rockmore Co.

New York, N. Y.

Room number: 1041

On display: Fabrics

F. Ronci Co., Inc.

Centerdale, R. I.

Room number: 1123

On display: Shoe buckles and ornaments. Also new Sweetheart Fobs with class numerals engraved, especially for moccasins; dagger and chain for anklet strap; latest styles of buckles and ornaments.

Representatives: Larry Albiniano, Anthony Ronci, Harry Eisenberg, J. C. Henley, Jerry Burg, Samuel Ronci and Charles Lerner.

Rosemont Silk Co., Inc.

New York, N. Y.

Room number: 1038

On display: Fabrics and braids

Rubber Brokers, Inc.

New York, N. Y.

Room number: 1029

Lawrence Schiff Silk Mills, Inc.,

and Schiff Ribbon Corp.

New York, N. Y.

Room numbers: 917-918

On display: Bindings, braids, narrow

fabrics, ribbons, reinforced woven-edge shoe bindings and woven narrow fabrics

Seaton Sales

Boston, Mass.

Room number: 907

On display: Metallic cloths; brocades; jacquards

Representatives: Louis Brown and Seamon Steen

Shain & Co.

Boston, Mass.

Room number: 1107

On display: Shoe fabrics

Elliott E. Simpson Enterprises

New York, N. Y.

Room number: 1029

Simpson's Walker-Woods, Inc.

New York, N. Y.

Room number: 1029

William Skinner & Sons

New York, N. Y.

Room number: 901

On display: Silk face cotton back satin; rayon face cotton back satin; silk and cotton shoe faille; rayon satin slipper linings

Representatives: Frank D. Meade, Thor. B. Gustafson and Wilfred R. Proud

Snyder & Weinstat Stylists

Rutherford, N. J.

Room number: 1128

On display: Shoe styles from children's to high styles

Representative: Harry R. Snyder

Sterling Last Corp.

New York, N. Y.

Room numbers: 1431-5

On display: Late Fall and early Spring lasts

Alligator and Lizard

LACQUER FINISHED GRAINS ON SIDES AND CALF

SPLITS

• SUEDE BLACK, WHITE AND COLORS

• LINING OOZE AND FINISHED

• CHROME RETAN SOLE

BOOTH 53
WALDORF-ASTORIA
SEPT. 6-7

Quality leathers produced in volume for
the popular priced shoes

Crestbrand

LEATHER COMPANY

133 South Street

Boston 11, Mass.

Tannery at Salem, Mass.

LEATHER SHOW EXHIBITORS

(Continued from Page 122)

Paris Leather Co. (10). Elk, smooth, aniline and splits.

In attendance: H. C. Lutes, J. A. Lord and C. Lovgren.

Pfister & Vogel Tanning Co. (93). Playshu, Pevee, Velours, Pfisterski, Ski Grain, Chrome Water-proof, Nimrod, Wiscona, Diana, Elk, Econo, Zenith and Juvenile.

In attendance: Erhard H. Buettner, C. F. Tarbox, F. A. Lyons, C. A. Stiles, R. F. Lyons, G. O. Wales, J. T. Justen and J. R. Olson.

Fred Rueping Leather Co. (36). Upper shoe leathers: Tomahawk, Pawnee, Kin Kin, Kankakee, Mohawk and Hiawatha in all the spring shades; Handbag leathers in Winnebago and Chiko in all co-ordinated colors.

In attendance: C. F. Van Pelt, W. H. Rueping, Walter Schroeder, R. L. Jensen, C. B. Floyd, F. J. Fitzpatrick, Frank Gould, Edward Sweeney and Robert Lang.

Seton Leather Co. (56). Patent leather, white Zephyr buck, Verona and Durona in all spring shades.

In attendance: Jos. C. Kaltenbacher, R. S. Kaltenbacher, M. S. Stern, J. B. Aylor, H. H. Beaven, Harry Steskell, Alex Cook, Gene Farrell, Roy Frank, John E. Graham, Vogel H. Helmholz, John G. Mahler, Jerry Davis, David H. Murphy and A. T. Karow.

Shrut & Asch Leather Co. (42). Suede kid in Eggshell Blond, Maple, Cafe Brown, Admiral Blue, Airway Grey, Coppertone, white, black, Cherry Red, Playred, Irish Green, Blue Sparkle, Violet, Sailing Red, Green Pepper, Cinnabar; Slipper kid in Army Russet, black, Navy Blue, Royal Blue and Wine; Lining kid in all standard shades; Glazed kid in all colors to match suede kid and also in pastel shades.

In attendance: George Shruth, Mark Asch, E. W. Bidwell, Arnold Cope, Arthur Meyer, Alexander Kohn and Norman Bokow.

Sigma Leather Manufacturing Corp. (81). Gold and silver leather.

In attendance: S. W. Simon, Karl Mayer, Walter A. Simon, Henry Berkowitz, Rudolph Reider and Ludwig Hess.

S. W. Simon Leather Co., Inc. (87). Suede kid in black, Cafe Brown, Admiral Blue, Sailor Blue,



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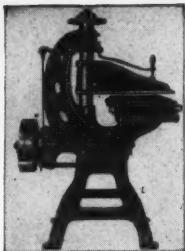
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Once Used — No Other Will Satisfy

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ON REQUEST

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CLIFTON, N.J.

Cherry Red, Basque Red, Irish Green, Maple, Airway Grey, Copper-tone, Solar Blue and Eggshell Blond.

In attendance: S. W. Simon, Karl Mayer, Henry Berkowitz, Walter A. Simon, Ludwig Hess, Rudolf Reider and Chas. S. Colesworthy, Jr.

Surpass Leather Co. (39). Black and colored glazed kid, suede kid, genuine Capre kid, kid linings and genuine black glazed kangaroo.

In attendance: Harold Connell, H. H. Hegeler, Dan Hickey, H. E. Bohren, DeForest Bush, R. A. Farley, Raymond White, Lauriat Lane, J. Leo Larkin and Charles Loughrey.

Tan-Art Company, Inc. (82). Suede kid in white, black and all the new Spring colors including the new Black Rose No. 401.

In attendance: (See G. Levor & Co. Inc.)

Albert Trostel & Sons Co. (74). Wapiti in white (full grain), white, brown, Burnt Mocha, black, aniline, red, yellow, green, blue, Golden Wheat, Solar Blue, Ginger-spice; Zebu in brown, olive brown, Cherry, Khaki, black Crimp Proof, red brown, oxblood and black; Tuxedo in black, Burgundy, Orange Brown, red, green, blue, yellow, white, No. 178 (full grain) and Cognac; Paratroop in chocolate, Army Russet, black, Stroller Tan, brown and red; Blizzard in Town Brown and brown; Shucraft in custom, cordovan, black, oxblood, Sunburst, brown, red brown, Boulevard Brown; Handbag leathers in Sunburst, Blue Shucraft, Green Shucraft, Custom Shucraft, Cordovan Shucraft and black Shucraft; Calf: Atasco, Melotan, Pocheette and Antiquity.

In attendance: Everett G. Smith, Robert W. Kasten, Leonard Campbell Jr., Robert Lotz, Leo Buse, Horace H. Beaven, David Doughty, Dwight Kennedy, Paul Wanvig and Theodore Tewksbury, Jr.

Winslow Bros. & Smith Co. (8). Full chrome linings in a complete range of colors including pastels, black and white; Vegetable linings to match chrome colors; Sueded lambs both chrome and vegetable; white chrome outside leather, both Playshoe and Baby shoe; Shearlings in electrified colors, chrome and vegetable natural finish and embossed.

In attendance: E. C. Martin, Arthur Foster, Arthur Vietze, Bayley

Baker, Joseph Cataldo, Earl Cookman, Ray Shaw, Neil Griffith, C. G. Allen, John Graham and Richard Tobin.

Richard Young Co. (17). Men's and women's weights of genuine white Jack and China buckskins; glazed black and colored, and white suede kangaroo; for women's shoe uppers and handbags in new spring colors Rychrosuede, smooth Cape, Crushed Cape and calf and flesh finish lambskins; Rychrome and vegetable lambskin linings; Side Leathers—Ryco Chieftan—full grain and corrected grain Elk sides; Rycolyn—chrome retan aniline finish side leathers; full grain lining sides, natural belt and natural strap leather.

In attendance: Joseph J. Gill, Richard Young, R. J. Larkin, Omer B. Dahm, H. I. Stewart, J. K. Goebel, P. J. Cooney, J. P. Monahan, B. W. Stewart, J. R. Kueven and R. J. Reynolds.

Ziegel, Eisman & Co. (15). black glazed and colored genuine kangaroo; dull Yellow-back genuine kangaroo; black suede and official colors in suede kid.

In attendance: Leo Goldsmith, Bernard Goldsmith, Ralph Colby, Stanley Shloss and Frank Berry.

LEATHERS WALK TIGHTROPE

(Continued from Page 36)

are doing a good deal more business than is usual for this time of year.

Sales are by no means out of hand and there is little evidence of "scare buying" or wild speculation. On the whole, tanners feel that most shoe manufacturers are buying to cover—sales volume is currently 10-15 percent higher than the normal.

Although goatskins have advanced recently, tanners have advanced suede and glazed kid prices only 2-3c on the average. Some take orders for delivery in two to three months at current prices; others find manufacturers willing to accept open lists with delivery at prices as of delivery date.

Suede sells heavily in black, much less so in brown and blue. No colors have sold in recent months and none are anticipated, particularly if the fighting continues. Although white is rarely ordered so far in advance of the run—tanners have not begun to produce white yet—orders are beginning to arrive. This is another sign of the unusual situation. Prices have ranged 35c-93c for months—even before the war began—and in-

WELTING and SPECIAL LEATHERS

McADOO & ALLEN WELTING CO.

QUAKERTOWN, PENNSYLVANIA

Agencies in Principal Centers in the United States and throughout the world.

Suede

worth the difference

SLATTERY BROS. TANNING CO.
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ALLIED PRODUCTS SHOW**

On display, our full line of
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thermo-plastic vinyl welting
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PLAIN AND NOTCHED WELTING**

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Leather*

**NEWARK
LEATHER FINISH CO.**

8 WILHELM ST.

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creases reported above have been made within this range. Most buying is concentrated in the lower ranges.

Glazed is doing well with black most wanted as usual, brown and blue well behind in volume but bringing some fair orders. The color story holds here also—colors do not sell in wartime. Prices ranged from 30c-\$1.15 pre-Korea; now are quoted at 32c-\$1.17, a slight increase compared to what has happened in other leathers. The very high priced skins find only spotty sales as most buying reaches a top of \$1.00.

An exception to the color story is slipper leather which now sells actively in all imaginable colors. Slipper manufacturers, for one, are buying heavily to cover themselves before the manufacturing season begins. Cowboy boot manufacturers have been buying actively all along. Prices have ranged from 30-65c over a period of months and few changes have been quoted recently.

Linings, somewhat slow-moving before Korea, have felt the current buying surge. Today, they sell well from the very cheap through most expensive grades. Price lists, however, have remained fairly static, running from a low of 26c to a high of 50c for the past few months. On the other hand, crushed and satin mats, handled only by those who specialize in them, have been little affected by the buying spree.

	Pre-Korea	Today
Suede	35-93c	35-93c
Linings	26-50c	26-50c
Crushed	30-65c	30-65c
Glazed	30-\$1.15	32-\$1.17
Slipper	30-65c	30-65c
Satin Mats	50-\$1.15	50-\$1.15

REPTILE LEATHERS

Reptile leathers are among present day commodities least affected by the war. True enough, reptile leather tanners have firm prices since the war's outbreak and held to their lists.

There have been some advances but the absence of pronounced "scare buying" has been a bright spot in an otherwise hectic market.

Viewed chronologically, demand for reptile leathers remained seasonally slow throughout May, June and early July. About mid-July, with other leathers beginning to soar in price, the market firmed. Tanners ceased giving concessions to move leather.

Today, there is a good healthy demand for alligator and alligator lizard and tanners expect this demand to continue into Winter and even Spring

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even though snakes are ordinarily the prime Spring leather.

Snakes were slow last Spring and continued slow until recently. However, orders have picked up recently and good orders are now being placed for Spring delivery. Last year, buyers waited until the last instant before buying but world conditions have prompted them to cover themselves early this year. With raw materials rising, tanners hesitate to take advance orders and concentrate on selling whatever few stocks they have on the tables.

Alligator has remained essentially the same in price over the past quarter with 8-9 inch skins holding around \$1.10-\$1.12 per inch, 10 inch skins at \$1.31-\$1.33, 11 inch skins at \$1.36, 12 inch at \$1.45 and the 13-14 inch skins around \$1.60. With the domestic alligator season ended, tanners report foreign offerings indicate higher prices for the future.

Alligator lizards are still hard to find and many tanners refuse to handle them because of their extremely high prices. For example, 7-8 inch skins, which earlier sold for 14-15c, now bring 18-19c per inch; 9 inch skins are up from 16-17c to 22c; and 10 inch skins have risen from 18c pre-Korea to 24c per inch.

Some tanners have been buying Indian Bengal back cut lizards and tanning them for the alligator lizard trade. These skins are inferior to Brazil and Argentine Teju lizard and have not interested New York shoe manufacturers to date. However, some Mid-West buyers have paid 14c per inch for 10 inch and up skins of this origin.

Lists of Python snakes have held at \$2.10-\$4.50 per yard as to length, diamond Java or otherwise. Before the Korean outbreak, tanners were selling well below this. Now they demand full lists and say with raw-stock climbing, they will be forced to raise prices shortly.

The same story holds with cobras listing \$2.00-\$2.10 per yard and whip snakes which list \$1.50-\$1.60 per 3½-3¾ inch skin, \$2.00-\$2.10 for 4-4¾ inch skins, and \$2.50 for 5 inches and up. Whip snakes in the raw have already advanced 20 percent and higher leather prices are expected here.

Alligator

8-9 inch	\$1.10-\$1.12 per inch
10 inch	\$1.31 per inch
11 inch	\$1.38 per inch
12 inch	\$1.45 per inch
13-14 inch	\$1.60 per inch

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FREE OF IRON OR COLORING MATTER

Always dependable . . . always the same high quality and uniformity. When you specify Gartenberg's Albumen you get the best. A development of America's largest manufacturers of tanners' egg products, Gartenberg's Albumen has met the approval of the nation's outstanding leather chemists. It meets the needs of tanners and finishers in every way at very decided savings in cost.

Write for testing samples.

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GLAZED KID

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In Fashionable Colors

SUEDE KID

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GOLD and SILVER

Kid and Cabrettas

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ELK and SMOOTH SIDES

BOOTH - 103

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TANNERS

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Represented in all principal cities

Alligator Lizard

June

7-8 inch	14-15c per inch	19c
9-10 inch	16-17c per inch	21c
10-11 inch	18c per inch	24c

Pythons

June

\$1.90-3.75	Today
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Cobras

June

\$1.70-1.90	Today
-------------	-------

Whips

3 1/2-3 3/4 inch	\$1.30-50	\$1.50-60
4-4 1/4 inch	\$1.80-90	\$2.00-2.10
5 & up	\$2.25-40	\$2.50

SOLE LEATHERS

Sole leathers, generally regarded as the weak sisters of the leather market for many months, were perhaps the most directly affected by the Korean crisis. Bends, except for the lighter weights, moved slowly against strong buyer price resistance despite the fact that tanners were accustomed to making concessions on their price lists. Bellies and shoulders were spotty for the first half of the year after an almost extraordinary run in the latter part of 1949. Other selections did only a fair amount of business.

Tanners for the most part, were holding production down to sales volume while shoe manufacturers continued to place short range orders, buying only for immediate needs. It was a situation which saw tanners unable to plan ahead, constantly fighting the threat of synthetics, and almost wholly at the mercy of a buyers' market.

The war crisis brought about an almost immediate reversal of form. Tipoff came during early July when despite seasonal shutdowns by shoe manufacturers, sales volume began to rise. Speculative buying on the Commodity Exchange took quick effect on hide prices, which began to climb in leaps and bounds. In turn, tanners first began to hold to finished leather quotations, then lift these as hide prices advanced.

By late July, a month after the war began, the elevator was rising fast. Tanners were asking and getting from 5-10c more for their leathers. With hide prices continuing to climb, sole leather prices rose apace as tanners geared their price lists to replacement buying. In one short month, it has become a sellers' market.

Tanners began to withdraw their price lists, then their salesmen. Many refused to take orders for future delivery, others limited sales to 30-60 day delivery at prices as of

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Black, White and all popular colors

In addition to our famous

GENUINE GLAZED KANGAROO LEATHER

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date of delivery. When leather was available, prices became only nominal with sales made only after the tanner felt he was getting what the day's hide prices demanded.

Mid-Aug. saw sole prices reaching for new highs with the end not yet in sight. Light bends, always hard to get, brought up to 73c and tanners were already asking more. Above 9 irons, bends were bringing up to 68c and more. Heavy bends were moving at prices close to 62 cents with some sales made as high as 65c.

Steer bellies were quoted at 45-47c while cow bellies were bringing up to 49c. Single shoulders with heads on brought 60c and up for lights. Double rough shoulders sold as high as 77c. Heads and shanks continued to rise.

The outlook was far from bright.

Although hides began to show signs of weakness as Government warnings and international factors slowed hide futures speculations, sole tanners kept strengthening their prices. Shoe manufacturers, caught in the vice of soaring synthetic sole as well as leather prices, were turning their eyes to Washington. Most felt that controls were inevitable; only the when was uncertain. Until then, it looked as if the inflation spiral would go virtually unchecked.

BAREFOOT TALE

Not long ago, an American and British shoe salesman met on a boat headed for primitive West Africa. While on board ship, they discussed merits of their respective countries in selling shoes to the foreign market. Each claimed his country's methods were better.

Upon landing, they disembarked together and looked around. Both were immediately struck by the fact that all the natives were barefoot. The American shoe salesman rushed to wire his home office: "Nobody here wearing shoes. Coming home by next boat."

The British salesman then wired his office: "Nobody here wearing shoes. Send one million consignment. Market wide open."



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Horsefronts — Horsebutts — Hogskins

LEATHER PREFERRED

(Continued from Page 20)

What's There To Sell?

Leather is virtually saturated with features to merchandise. The whole effort is designed to familiarize people with the many features about leather which tanners take for granted.

For example, except for food there is no article known to civilization that has an older history than leather. The first article of clothing ever made and worn by caveman was leather—a crudely treated skin. Here was the beginning of a long and fascinating history that could be made to enthral every schoolboy, interest every buyer and seller of leather products, entertain and attract consumers. Think of the many roles that leather has played in fashion and utility in clothing throughout history? In housing and furniture; in agriculture and industry and science. The tanners are familiar with this knowledge. Unfortunately most of the knowledge has remained with the tanners instead of being conveyed to the public.

The average woman takes her fine kid leather shoes for granted. Does she know that nearly 100 percent of all the raw material to make kid leather is imported from dozens of countries all over the world? Here is the important merchandising element of adventure.

What does "side leather" mean to the average schoolboy? Nothing. On the other hand, what does "cowboy" mean to him? He could give you detailed information on that one. But isn't the job of the adventurous cowboy to round up cattle? Cattle and cowboys . . . cattlehides and cowboy boots. There you have something—the perfect tie-in to create identification for side leather with a topic of great interest to boys.

There is a fascinating "adventure" story behind every type of leather. Leather (rawstock) comes from many strange lands by virtue of the work of strange peoples with strange customs in strange environments. When you combine adventure and entertainment with instruction or education, you have the perfect formula for good sales merchandising.

Look at a cow, then look at your shoes. Did you ever figure out how many operations it took to convert the cow into a pair of shoes? Has the leather industry ever tried stirring the imagination of consumers with the many steps from cattle range to shoe store?

What Is Leather, Anyhow?

How many tanners have ever spent time watching clerks operate in a shoe store? Hardly more than a handful. But here is the very firing line where the tanner gets an eye-opening education about what happens to the product he has virtually wet-nursed from rawstock to finished leather.

In many instances, perhaps most, the clerk, in going through his selling and fitting routine, will rub his thumb over the leather, say, "That's genuine calf"; or, "That's a fine piece of leather"; or, "Leather like this is soft and comfortable." In short, his statements regarding leather are not only brief but hackneyed. About 98 percent of his selling effort is devoted to the shoe—its style, price, fit, wearing quality, comfort, etc. Leather contributes little to the effectiveness of his sales spiel, to inspiring purchase of the shoe. He, along with the customer, takes the leather for granted. Beyond pointing out that it's a fine piece of leather, that it will be comfortable on the foot or wear well, much of the sales value of leather to the merchandising of the shoe is unused. And when resources are unused, everyone loses something—in this case the tanner, the retailer and the customer. After all, the clerk is selling *value* in the shoe. If leather is a definite contributing factor to the shoe's value—yet that value isn't expressed in detail—then it is an *unrecognized* value.

All Leather The Same

The large majority of consumers can recognize only three kinds of leathers: smooth, reptile and suede. In most cases, all suedes, whether by type or grade, and all smooth leathers, whether by type or grade, are pretty much the same as far as the consumer is concerned. Again, the many interesting distinctions in leathers are lost to the consumer.

Kid, calf, side, elk and other smooth leathers—they're all pretty much the same to the consumer. Suede is suede, be it kid, calf, split or synthetic. And the same thing can be said of a surprising number of shoe retailers and clerks. The average woman can distinguish a couple of leathers by texture, but she can distinguish a dozen fabrics by the same process.

There have been efforts made to create "appreciation" for the distinctive values and qualities of leather. But often this has backfired. For instance, much emphasis is placed upon the rich and luxurious "feel"

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of leather as compared with other materials. As a result, leather tends to become recognized as a "luxury" item instead of a mass-market item. To create consumer preference is not enough. To create *mass consumption*—that's the aim. Everyone "prefers" a Cadillac, but Ford and Chevrolet outsell Cadillac 30 to one. Thus, the "luxury" angle of leather can be over-played.

"Romancing" Leather

How many tanners have ever "romanced" leather to a shoe manufacturer? It's a rare occasion that it happens. The manufacturer is sold a certain amount of certain grade leather at a certain price. That is about the total extent of the "merchandising" done by the tanner to the sources which directly consume the product he makes.

The manufacturer and retailer are told that leather "breathes," that it is an important contributing factor to foot health. These are plausible enough statements on the surface, yet they often lack the depth of information to provide a real merchandising story for the manufacturer and retailer. That leather "breathes" is an accepted fact. But what "breathing" means to foot health is a con-

cealed fact. That is, the core of the merchandising value of "breathing leather" is often lost by insufficient follow-through.

Color, texture and grain are other merchandising features that somehow tend to get lost in the shuffle. For example, the tanner takes great pains to make leathers with distinctive grains. However, through the differences in these grains are minute, they are quite clear and important to the tanner. He therefore strongly accentuates these minute differences—failing to realize that they bear comparatively small influence to the consumer or retailer. Again, the test to prove this may be found in practically any shoe store.

The Glorified Hide

On first glance it may seem pretty difficult to glorify a hide. But the best answer to that is Elsie the Cow and Ferdinand the Bull. As a group, tanners have lived too remotely from the consumer and too close to the "market." They have spent most of their time manufacturing a fine product and too little time selling it. They have assumed, very wrongly, that leather will sell itself on the basis of its proven qualities and fine reputation. To a degree they are right. There is always a demand for most

of the leather produced. But the remainder of the leather normally produced must be merchandised.

This bring us to a point of economics. If a shoe retailer sells 75 percent of a certain style but is stuck with the remaining 25 percent, the latter may well wipe out the profit of the former. When he adds up the ledger he finds that he has been running a profitless operation. Thus, it is that 25 percent, the "surplus," which, in the end, proves to be as important as the original 75 percent, for it determines whether there is or isn't profit on the total.

The same applies to tanners. The fact that they are assured of selling the bulk of their leather at a profit is only part of the story. If they hold a "surplus" inventory it becomes a dead weight upon the earlier profits.

The value and need of merchandising is to create a demand and real consumption for the "surplus" as well as the essential amounts of leather. The tanners can take a note from the manufacturers of cars, refrigerators, electric ranges and countless other products which rate as the world's finest in their respective fields. These manufacturers long ago recognized one important fact: It isn't enough to make a fine product you have to merchandise it, too.

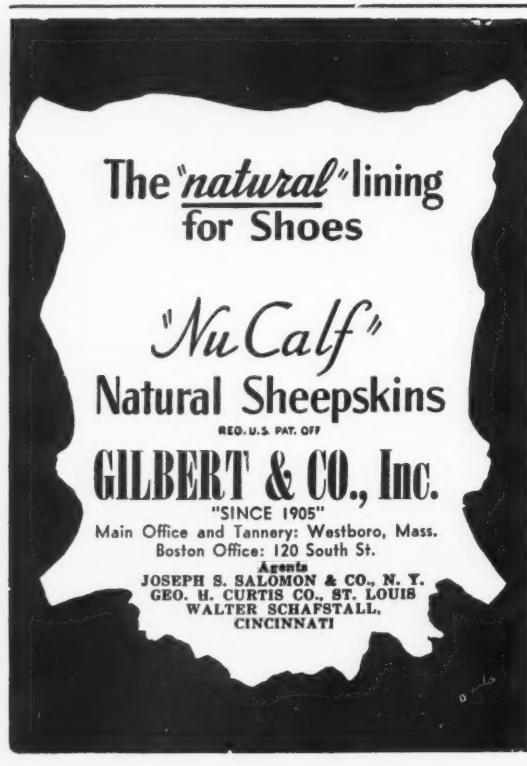
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WOMEN'S COLORS

(Continued from Page 47)

CAFE BROWN (for town wear) . . . Again endorsed as the leading dark brown leather shade for basic requirements. It is highly adaptable with many spring costume colors, including beiges and browns, medium and darker greens, slate blues, soft golden and amber tones, also greys.

ADMIRAL BLUE (for town wear) . . . Universally accepted as the classic navy leather tone for general wear with town clothes in navy and medium blues, the rose to red range, greys and neutral beiges.

Women's Suede Leathers

EGGSHELL BLOND (for town and casual wear) . . . See notes in Smooth Leather group.

MAPLE (for town wear) . . . Enjoys continued fashion recognition as a rich light brown, because it tunes in harmoniously with many important colors, particularly the delectable caramel, mocha and nut browns, also eggshell, honey and blond tones. Very distinctive with new greens, including the subtle absinthe, green banana and golden sulphur versions. Likewise keys well with shrimp, apricot and softer orange tones, aqua and duck blues and the pastel gamme.

CAFE BROWN (for town wear) . . . See notes in Smooth Leather group.

ADMIRAL BLUE (for town wear) . . . See notes in Smooth Leather group.

SAILOR BLUE (for town wear) . . . See notes in Smooth Leather group.

AIRWAY GREY (for town wear) . . . Excellent new rendition of a clear medium grey in close harmony with the fashionable gray tones featured in spring costumes. Also a pleasing muted complement to the high fashion violine tones, including lilac, violet, cyclamen, cornflower and blueberry. This interesting neutral serves well, too, as a discreet accent to bluish reds, as cherry, ruby and grape tones and soft mauvish or dusty blues.

COPPERTONE (for casual wear) . . . The success attained by this growing coppery version places it again among the favored leather tones, as it blends so well with rust, cinnamon, paprika and orangy tones in the style picture for spring. Effective also with greenish blues, greys, yellowish greens as lime, and warm spicy tans and browns.

Note: White and black leathers continue their basic importance for spring and summer wear.

Pastels and Brilliants

For Monotones and Multicolors

Sugar Pink	Icing Blue	Cream	Pistache
Buttercup Yellow	Solar Blue	Basque Red	
	Irish Green		

The intriguing pastels and vibrant hues in this informal group contribute a highly important fashion and promotional theme for spectator sports, play and dressier style shoes to wear with cruise, resort and summer clothes.

Used alone or in multi-colored treatments, they step smartly with the enticing Sugartints, the romantic Aloha Pastels, the gay Barn Dance Colors and the sparkling Spanish Brilliants. They also add new excitement and allure to costumes in light eggshell, creme, blond, chamois, honey and wheat tones as well as white.

These pastels and brilliants are appropriate for both smooth and suede leathers.

MEN'S COLORS

(Continued from Page 47)

as a trimming on self or contrast tone meshes and brushed leathers. Recommended for calf, goat and kips; also genuine alligator and alligator grains for casual shoes.

BLACK . . . Smooth and grained black leathers remain important for town shoes. Smooth calf and patent are favored for evening wear. Black grained leathers in new soft tannage are appearing in casuals.

Men's Grained Leathers

GOLDEN HARVEST . . . This suntinted russet shade becomes more important than ever in grained finished leathers. Favored for country and sports versions detailed in heavy pebbled and Scotch grains; also important for town and casual models with lighter detailings especially liked by younger men for late spring and summer. For a burnished effect a russet staining and bootmaker finish is sometimes used. A new note in grained leathers is accented by orange stain and orange stitching.

BARKBROWN . . . Grained leather version of the classic Brown Oak shade with a sturdy ruddy quality stressed by the grained surface in heavy Scotch and pebbled effects; also new soft grains preferred for casual shoes. In brogues and moccasin front bluchers with heavy stitchings, this color takes well to light staining which mellows it and darkens the fitting stitches without darkening the leather. Promoted in grained calf, goat, kip and sides. New in genuine alligator and alligator grains for allover and combination patterns.

Men's Brushed Leathers

SUN EARTH . . . Important yellow chamois shade with a rich creamy-butter cast. Promoted for allover casual resort and cruise styles. Smart with black trimmings as well as Brown Oak, British Tan, Devon Tan, Tartan Tan (orange gorse) or Burnished Clay (golden wheat). This color has volume potentialities to sell to younger men when made in Norwegian moccasin slippers and tassel moccasins.

SADDLETONE . . . Presented in brushed leather as a new prestige color for resort and casual shoes to wear with light neutrals, white and camel shades. Harmonizes well with canary, cream and cocoa shades in slacks, jackets and sport shirts. Used in combination with smooth leathers in British Tan, Devon Tan (tawny) or the Burnished Clay shade, which is the Golden Wheat on the Women's Spring 1951 Card. Good in allover types.

DESERT COPPER . . . This rich coppery rust tone is still a prestige color repeated for casuals and resort wear, endorsed for slipon moccasin and plain toe bluchers, made allover; or with orange russet tones smooth or grain leather saddles and trimmings.

RIO BROWN . . . New tropical reddish brown introduced in brushed leather especially for combination with smooth leathers in Brown Oak and Redwood Brown. Featured for town wear in allover types on Continental last, as well as combined with smooth or alligator grain in monotone. Can be promoted for rugged country shoes with heavy brogue details or cable stitching.

ADMIRAL BLUE . . . This highly favored dark blue is again slated for volume acceptance in new summer styled town shoes, used allover or with matching smooth leather. This brushed version blends harmoniously with all lighter and brighter blues in town clothes and country togs. Treated with neutral spray, it assumes a darker

tone appropriate for informal evening shoes in new slipon and tassel moccasin models.

PRAIRIE BROWN . . . This pleasing rustic shade is repeated again in brushed leather especially for combination with dark toned browns in smooth calf. Continues important for allover brushed leather, for late spring and summer. Highly desirable for bantam weight summer promotions as a cool neutral brown to harmonize with neutral greys, blues and tans in tropical suittings.

SLATE GREY . . . This discreet medium grey is ushered in again for allover brushed leather country types in rugged styles, also for town wear on Continental last with plain toe blucher front or imitation moccasin seaming. Applied also with matching smooth leather, or black smooth leather trimming in town models.

FOREST GREEN . . . This midnight green still retains promotional qualities for casual shoes made in allover brushed leather with outside heels, or with wedge and bindings of contrast Brown Oak, Rocky Tan (natural tan) or Golden Harvest. Also for plain toe and moccasin front bluchers and slipons.

BLACK . . . Plain toe black brushed leather casuals are new for 1951. Black brushed leather combined with black patent for new tassel moccasin evening informals. Allover black brushed evening shoes in bal and blucher models are worn with informal white or cream evening jackets.

WHITE . . . Allover white brushed leather Norwegian moccasins are new volume types for resort and summer. Tassel moccasins in allover white brushed leather with natural or brown leather tassels and welts are prestige fashions. While combination white shoes are declining, sales of plain allover white buck in loafer, sports moccasin and

casual slipon styles are increasing in prestige resort and summer promotions. White buck trimmed with natural or Burnished Clay (golden wheat) smooth calf is also a new promotion style.

Canyon Colors

Promotional Colors for Resort and Summer Wear

CANYON SAND . . . This new off-white is presented as an important new casual color. Specified especially in smooth and elk finish sides; also in lighter weight grained goat and soft grain kip also calf. Forecasted as a volume color for campus and prep school stitched and blucher models. Endorsed as a new theme for slipon variations of cowboy boots with contrast and multicolored novelty stitching. Also for trimming mesh and brushed leathers.

BURNISHED CLAY . . . This golden desert shade highlights the popular trend for blond-toned leathers. Endorsed for elk finish and kip leathers used in casual sports and country types. Also for smooth calf in prestige resort models. Especially recommended as a trimming for white and natural brushed leather, and for mesh in the summer types. The potential style promotion of this color is enormous.

ROCKY TAN . . . Continues as an excellent neutral for casual and sports types in elk and smooth finish sides, also in fine vegetable tanned calf and kip. Used primarily as an allover color in country styles, sometimes in heavy stitched models with bootmaker stain. Newly used as a trimming on off-white brushed leathers.

Note: Town Navy and Tartan Tan (orange gorse) have also style value in the category of Promotional Colors for Resort and Summer Wear.

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SPRING LEATHER SHOW

(Continued from Page 11)

stepped up, depending upon civilian and military meat and meat products needs. Regardless of this, the tanning industry has a much greater supply of rawstock on hand than it did a year ago—the direct result of greatly expanded hide and skin imports.

First half import-export figures show a net import balance of some 1,040,000 cattlehides—well over this time 1949 when we were in a net export position of 47,000 hides. Calf and kip are in a net import position of 1,017,000 skins against a net export balance last year of 253,000 skins. Pickled sheepskin imports through the end of June totaled 10,510,000 skins against only 4,416,000 skins. Goat and kid skin imports totaled 21,738,000 skins through June, well above last year at this time.

These figures form the basis for the industry's expansive leather production capacity for the remainder of 1950. How long and by how much we can continue to expand our rawstock imports from foreign markets is another question that only the future can answer. We can assume that as long as a semi-peace rules the world, our import position will remain favorable. If the world approaches or falls into the abyss of another global war, the outlook will be much less than favorable.

Styles And Colors

The Spring 1951 Leather Show will have the usual number of new colors and styles. Buyers will be able to select from a wide variety. Interest at the show and consequent orders will positively identify the colors that will stand out in Spring production. Little change is anticipated from last Spring when black, brown, blue and green ruled the roost along with overtones of red.

But here again, the shadow of the war and controls enters the picture. This could well be the last show for some time at which buyers would be allowed to select from a wide variety of colors. If and when controls come, colors and styles will undoubtedly fall by the wayside. Wartime shoe styles and colors will be even more restrictive than in World War II. Buyers realize this, must also realize that once the Spring supply of colors and styles is ex-

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hausted, they may have to rely on staples for many months.

Price Picture

Of all Leather Shows, this one is perhaps the most undecisive in the price picture. The inflation that began in hide and skin and leather prices about mid-July has thrown the industry at a loss pricewise. Unless things are greatly changed by showtime, most tanners will be reluctant or unable to supply reliable price listings. Those that attempt to do so must qualify their prices as subject to change on a day-to-day basis.

For the time being, leather prices appear to have reached the peak of their upswing. A recently-soaring hide market has weakened and finished leathers have reached what appears to be the top of the roller-coaster and are now on the down-grade. The drop is not likely to be precipitous but as long as the situation remains unstable, buyers will be cautious in their commitments.

If the present trend continues down to a more normal level—one in which the industry will be able to avoid arousing new consumer price resistance—all may be well. If the trend reverses, there is trouble ahead. Then again, price controls might sew up the entire picture beyond a doubt.

Whatever happens, the Leather Show has aroused widest interest in years. A record number of advance hotel reservations by visitors indicate that the entire trade from tanner to shoe retailer is anxious to get together and try to figure the answers for the future. A total of 92 upper leather tanners will be on hand to display their Spring and Summer 1951 leathers and talk over the situation with their customers.

One thing will stand out in all this get-together. Buyers and sellers know that whatever decisions they make must be tempered by the considerations outlined above. For this reason, the immediate period ahead is apt to be one of caution and uncertainty.

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KANGAROO

(Continued from Page 43)

pending upon the specie of raw skin, as well as the particular results the tanner wishes to obtain in the finished leather. New processes continue to be experimented with. That the tanning is a highly specialized one may be vouched for by the several kid tanners who, during the last war, attempted to tan kangaroo by the same or similar methods used for tanning goatskins. The consequences were disappointing and costly.

The Leather

Of all leathers used for footwear, kangaroo is the strongest for its weight, as demonstrated by actual tests conducted at the Massachusetts Institute of Technology. Here are the results of the relative strengths of various leathers:

Kangaroo	117%
Kid	100
Cordovan	98
India Goat	87
Calf	86
Glazed Sheep	85
Cabretta	75
Cow Side	72
India Sheep	69
Buckskin	32

The strength of kangaroo leather is attributed to the fact that the fibers of the skin are interwoven instead of being in layers. The fine grain of the skin permits the leather to take an exceptionally high shine or

live in appearance and "feel" it has inspired a number of imitators posing under such names as kangaroo calf, kangaroo side, and kangaroo horse. Of course there is only one genuine kangaroo leather.

Kangaroo Leather Shoes

Men's shoes have been the field where kangaroo leather has been chiefly concentrated—and mainly shoes for older men. Men seeking comfort and light weight in their footwear, plus the ability of the leather to take considerable wear and stress, find these qualities paramount in kangaroo leather shoes. There is perhaps no leather as "soft" against the foot as kangaroo; it thus shapes comfortably to the foot without any "breaking-in" process.

Another very important field is athletic shoes—baseball, hockey, football, boxing, basketball, track, etc. Here kangaroo is ideally suited because of its light weight, its great strength and soft, supple comfort against the foot. Many of the holders of world athletic records have worn kangaroo leather shoes.

The women's dress and comfort shoe field is also an expanding market for kangaroo leather.

(Concluded on next page)



How a kangaroo skin is cut for shoes.

polish which lasts surprisingly long. The leather is extremely supple and soft and pliable, has high resistance to nicking, peeling and scuffing. The leather now comes in a selection of colors, as well as in black and white.

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Though the market for kangaroo leather is limited, it is still larger than can be met by the limited supplies. Recently the kangaroo tanners launched a moderate promotional campaign, including periodic advertisements in *Life* magazine. The resultant demand for the leather, though not phenomenal, was such that the promotion had to be substantially reduced.

Incidentally, for some reason the price of kangaroo leather follows closely the prices of goat and calf skins. Kangaroo skins during the postwar period have been somewhere around \$14 a dozen.

However, there are few leathers that can boast the 60-year record of demand of kangaroo. For in practically every year there has been a good and consistent demand for kangaroo leather and the distinctive shoes made from them—a demand that has always managed to be a step ahead of the limited supply emanating from Australia. This, in itself, is perhaps the best affidavit of the popularity of this leather with American consumers.

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Leather Finish Specialists

CHAPEL ST. & LISTER AVE., NEWARK, N. J.

EVERY WEEK 10,000 Top-Level
Shoe and Leather Industry Executives
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GLASS . . .

(Concluded from Page 26)

was the basis for expecting that slaughter of cattle and calves in the latter part of 1950 would be increased. In addition, the long decline in sheep and lamb flocks seemed to be coming to an end with the likelihood that domestic skin supplies in 1950 would not be materially different from 1949.

In weighing the evidence of the past two months and their potentialities for tanners and customers, two broad alternatives can be singled out. The first of these, as previously outlined, presupposes that U. S. defense efforts will be contained within the tentative data released by the Administration. At the other extreme is the unpredictable contingency of total national and industrial mobilization. Whatever place the latter possibility may have in speculation, conjecture and theorizing, it has no warrant in the known facts of national policy. Hence, sound and reasonable thinking must be primarily occupied with the first alternative as the more likely background for economic trends in coming months.

No Supply Problem

If the foregoing assumption is correct the shoe and leather industries are justified in believing that the military needs of an added 500,000 or 600,000 men can be met without impairing the supply of civilian goods. An element of uncertainty must obviously be ever-present until the great issues before the world are resolved. Nevertheless, the obligation upon tanners is to service their customers as fully as possible to satisfy the requirements of sound merchandising in leather and leather goods. Tanners have continuously endeavored to fill their customers' needs under the most difficult and demanding circumstances. At no time has there been any interruption in output, in the movement of supplies to customers by difficulties at the tanners' level, difficulties which were within the control of the leather industry.

From the facts now available it would seem the part of wisdom to avoid extremes of policy; to follow a rule of reason which would permit supply to be equated with demand. At the Leather Show, tanners and their customers will have an opportunity to review the range of colors and textures available for Spring and Summer, 1951, and to bend all their efforts to maintaining alert and successful merchandising of shoes and leather goods.

Deaths

Mrs. Lillian C. Erb

... 52, wife of Robert C. Erb, president of J. F. McElwain Co., Manchester, N. H., shoe manufacturer, died Aug. 1 at Brooks House, Boston, after a short illness. A native of Lowell, Mass., she had lived in Nashua, N. H., for the past 19 years. She was active in civic and organizational affairs. Besides her husband, she leaves a son, Robert, Jr., and a daughter, Kathleen; and a brother and sister in Lowell.

Richard Busteed

... 86, tanner, well-known partner in the firm of Reeve & Busteed Co., New York leather manufacturer, died Aug. 9 at Walpole, N. H., while on a vacation. He was a member of the Century Masonic Lodge at Maplewood, N. J., where he formerly lived. Survivors include his wife, May; a daughter, Mrs. Arthur C. Kenison; and two grandchildren.

A. Sidney Alley

... 94, retired shoe manufacturer, and head of the A. S. Alley Shoe Co., Lynn, Mass., for 40 years, died Aug. 12 in Lynn. A pioneer in the shoe manufacturing industry, Alley was active in business until his retirement in 1936. He made his home in Lynn during most of his life. He was a member of Mount Carmel Lodge of Masons. Survivors include his son, Ernest S.; two grandchildren and five great grandchildren.

Edgar F. Hanson

... 84, formerly foreman of the heelng-metallic department of United Shoe Machinery Corp., died recently at his home in Worcester, Mass. A native of Halifax, England, he came to the U. S. at the age of two and lived in Marlboro for many years. Hanson first became associated with USMC in 1905, was made head of his department in 1916 and retired in 1939. He leaves his wife, Esther L.; a son, Albert E.; a stepson, Richard C. Steele; two daughters, Mrs. Clarence B. Cushman and Mrs. Ralph Clark; five grandchildren and eight great-grandchildren.

George W. Gill

... retired foreman of the dressing room at Thompson Bros. Shoe Co., Brockton, Mass., died Aug. 15 in a Brockton rest home after a long illness. He had been blind since 1927. Surviving are two sisters, Mrs. Waldo Padelford and Mrs. Lottie Geer; two nieces and two nephews.

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Our Fine Products

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Manufacturers and Distributors of
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SKINS

- FOREIGN • DOMESTIC
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LEO J.
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LINCOLN ST.
BOSTON, MASS.

Coming Events

Sept. 1-30, 1950—Child Foot Health Month.

Sept. 5-7, 1950—Shoe Travelers Assn. of Chicago Showing, Morrison Hotel, Chicago.

Sept. 5-7, 1950—Allied Shoe Products & Style Exhibit for Spring, Hotel Belmont-Plaza, New York City.

Sept. 6-7, 1950—Official opening of American Leathers for Spring, sponsored by Tanners' Council of America, Inc., Waldorf-Astoria Hotel, N. Y.

Sept. 10-12, 1950—Michigan Shoe Travelers Club Show, Hotel Statler, Detroit.

Oct. 15-19, 1950—Advance Spring Shoe Showing, sponsored by New England Shoe and Leather Assn., Hotels Statler and Touraine, Boston.

Oct. 15-18, 1950—First joint convention for tanners, shoe manufacturers and retailers. Sponsored by Canadian Shoe Council, Quebec City, Canada.

Oct. 25, 1950—Annual Fall Convention, National Hide Assn. Edgewater Beach Hotel, Chicago.

Oct. 26-27, 1950—Annual Fall Meeting, Tanners' Council of America, Edgewater Beach Hotel, Chicago.

Oct. 29-Nov. 2, 1950—National Shoe Fair, sponsored by National Shoe Manufacturers Assn. and National Shoe Retailers Assn., Palmer House and other hotels, Chicago.

Nov. 4-8, 1950—Spring Shoe Show, sponsored by Southeastern Shoe Travelers Assn., Atlanta Biltmore Hotel, Atlanta, Ga.

Nov. 4-8, 1950—Spring Shoe Show, Pennsylvania Shoe Travelers Assn., Hotel William Penn, Philadelphia.

Nov. 5-7, 1950—Spring Shoe Show, Central States Shoe Travelers, Muehlebach and Phillips Hotels, Kansas City, Mo.

Nov. 5-7, 1950—Michigan Shoe Travelers Club Show, Hotel Statler, Detroit.

Nov. 12-14, 1950—Spring Shoe Show, Indiana Shoe Travelers Assn., Inc., Claypool Hotel, Indianapolis, Ind.

Nov. 12-15, 1950—Spring Shoe Show, sponsored by Southwestern Shoe Travelers Association, Adolphus, Baker and Southland Hotels, Dallas, Tex.

Nov. 26-30, 1950—Popular Price Shoe Show of America, sponsored by New England Shoe and Leather Assn. and National Assn. of Shoe Chain Stores, Hotels New Yorker and McAlpin, New York City.

Dec. 4-6, 1950—Factory Management Conference, sponsored by National Shoe Manufacturers Assn. Hotel New Yorker, New York City.

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buckle the shoe!

ONE is the price—
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Extensive Decorators of Fashion Footwear

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Roller - Non Roller
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INDEX TO ADVERTISERS

A

Acme Leather Co.	94
Allied Shoe Products Show	49
Amalgamated Leather Cos., Inc.	46 and 65
Amdur Lea. Co., Inc.	141
Amer Co., Wm.	5
American Extract Co.	38, 39 and 114
American Kid Co.	134
Armour Leather Co.	146
Atlas Refinery, Inc.	129
Aulson Tanning Machy. Co.	63

B

Barbour Welting Co.	23 and 130
Barkey Importing Co., Inc.	64
Barrett & Co., Inc.	40
Besse-Osborn-Odell Co.	123
Blackhawk Tanners	118
Blanchard Bro. & Lane	109
Boston Mach. Works Co.	51
Boswell, Wm.	132
Breznar, N. & Co.	151
Brown Co.	81
Brown, J. H. & Co.	144
Brown, Wm. C. & Co.	60

C

Carr Leather Co.	31
Chaffardon, J.	135
Chilewich Sons & Co.	142
Colonial Tanning Co., Inc.	17
Comet Chemical Co.	119
Cortez Trading Corp.	106
Crestbrand Leather Co.	127
Crompton-Richmond Co., Inc.	61

D

Delph, M. A. Co.	136
Don-ite Co.	7
Donovan, F. C., Inc.	87
Dow Chemical Co.	21
Dungan Hood & Co., Inc.	78
du Pont, E. I. de Nemours & Co., Dye-stuffs Div.	Front Cover

E

Eagle Ottawa Lea. Co.	109
Eastern Tanneries, Ltd.	119
Essex Shoe Supply Co., Inc.	149
Evans, John R., & Co., Inc.	6

F

Fallon Welting Co.	148
Farkash, S., Inc.	63
Felch-Anderson Co.	123
Fleming-Joffe, Ltd.	107
Fulton County Machine & Supply Co.	66

G

Garlin & Co., Inc.	120
Gartenberg, H. & Co., Inc.	133
Gebhardt, A. L. Co.	24
Geilich Leather Co.	65
General Dyestuffs Corp.	Insert Facing Page 42
Gilbert & Co., Inc.	138
Gleason Leather Co.	145
Greenebaum, J., Tanning Co.	83
Griess-Pfleger Tan. Corp.	141

Hebb Leather Co.	122
Henkin, Melvin	145
Hollander, Herman, Inc.	71
Hooker Electrochemical Co.	128
Horween Leather Co.	41
Hugh Leather Co.	32
Hunt-Rankin Lea. Co.	48

H

International Products Corp.	70
Irving Tanning Co., Inc.	12
Isaacson-Greenbaum Co.	71
Itzkovitz, M., & Sons, Inc.	130

I

Jacobshagen, Alfred, Co.	144
K	
Kirstein & Co.	140
Knox, Jos. E., & Co., Inc.	126
Korn Leather Co.	44

L

Lewis, Dan, Inc.	80
Lichtman, J., & Sons	111
Limon, Geo., Tan. Co., Inc.	134
Lincoln, L. H., & Sons, Inc.	144
Lincoln Leather Co.	30
Lloyd Laboratories	140
Loewengart & Co.	113
Lynn Innersole Co.	147

M

Mann, George, & Co.	143
Marathon Corp., Chemical Division	117
Marcus, Forscher & Co.	115
Marden-Wild Corp.	116
McAdoo & Allen Welting Co.	131
McNeely & Price Co.	45
Milender, W., & Sons	110
Muskegon Hide & Fur Co.	144

N

Natural Products Ref. Co.	143
Newark Leather Finish Co.	132
Northwestern Leather Co.	90 and 91

O

Ocean Leather Corp.	119
Ohio Leather Co., The	84
O'Keefe, Thomas A., Co.	148
Ormond Mfg. Co.	149
Ottol Oil Co.	143

P

Packing House By-Products Co.	73
Pilar, A. J. & J. O.	146
Pratt Institute	138
Prime Lea. Finishes	137
Prime Mfg. Co.	59

Q

Quinn, K. J., & Co., Inc.	70
Quirin Lea. Press Co.	149

R

R. & A. Lea. Finish Co.	136
Randall, The, Co.	54
Reliable Leather Pigment Co.	72
Respro Inc.	25
River Plate Import & Export Corp.	62
Roberts Tanning Co.	121
Robeson Process Co.	69
Ronci Co., Inc.	152
Ross, A. H. & Sons, Inc.	146
Rotary Machine Co.	76 and 77
Rueping, Fred, Leather Co.	2

S

Salem Oil & Grease Co.	37
Sands & Leckie	150
Scandinavian Oil Co.	64
Seidel, Ben. W., & Co.	69
Seidel, Dewey A.	128
Schiff, Lawrence, Silk Mills	147
Schlossinger & Cia., Ltd.	149
Selya, Leo	148
Seton Leather Co.	141
Sheridan, T. W. & C. B., Co.	116
Silverman, Louis I., Inc.	145
Slattery Bros. Tanning Co.	131
Smidt, Phenny Lea. Co.	111
Snyder Buckram Co.	130
Special Equipment Co., Inc.	27
Standard Emboss. Plate Mfg. Co.	136
Stehling, Chas. H., Co.	34
Sterling Last Corp.	34
Strauss-Doerner Lea. Corp.	72
Strauss Tanning Co.	111
Superior Tanning Co.	110
Surpass Lea. Co.	8

T

Taber Pump Co.	69
Tanimex Corp.	36, 135 and 142
Tanners' Council of America	10
Thermco Products Corp.	124
Thiele Tanning Co.	35
Tiedemann Lea. Co.	112

U

United Shoe Mch. Co.	22, 52 and 53
United States Lea. Co.	74
United Stay Co.	16

V

Van Horne-Kaestner Lea. Co.	60
Verza Tanning Co.	145
Vulcan Corp.	79

W

White & Hodges, Inc.	135
Windram Mfg. Co.	125
Winslow Bros. & Smith	13
Wright-Batchelder Co.	131

Y

Young, Richard, Co.	137
---------------------	-----

Z

Ziegel, Eismann & Co.	134
-----------------------	-----

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136
54
72
25
62
121
69
152
146
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37
150
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128
147
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148
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136
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16

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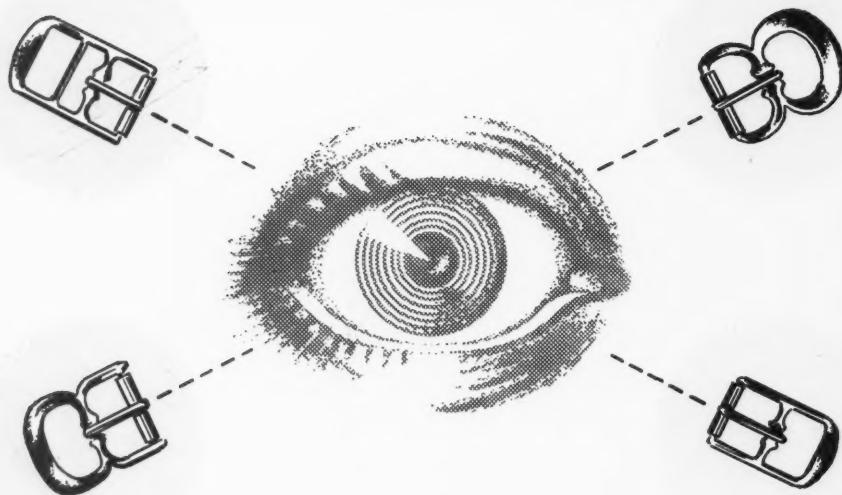


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